



# Ebay Perfume Analysis

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Flatiron School Data Science Phase 1 Project



# Did you know?

- Perfume types (Perfume, Eau de Parfum, Eau de Toilette, etc.) are differentiated by ***fragrance concentration***



# Objective

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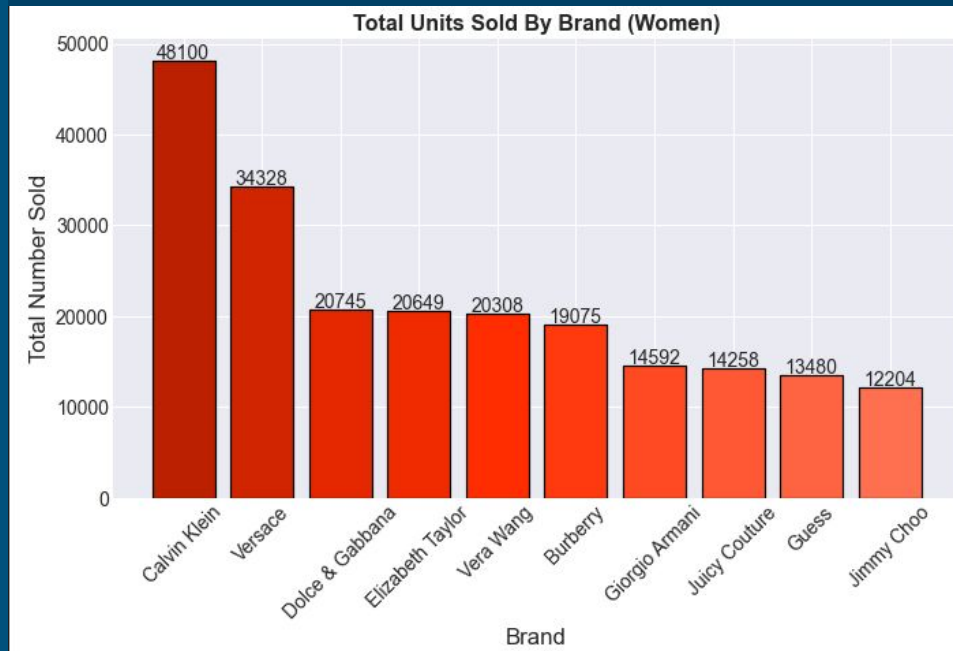
- I analyzed a dataset scraped from ebay in order to find out information about the best selling perfume products.
- My main focus was to find out consumer preference based on brand and perfume type.

ebay



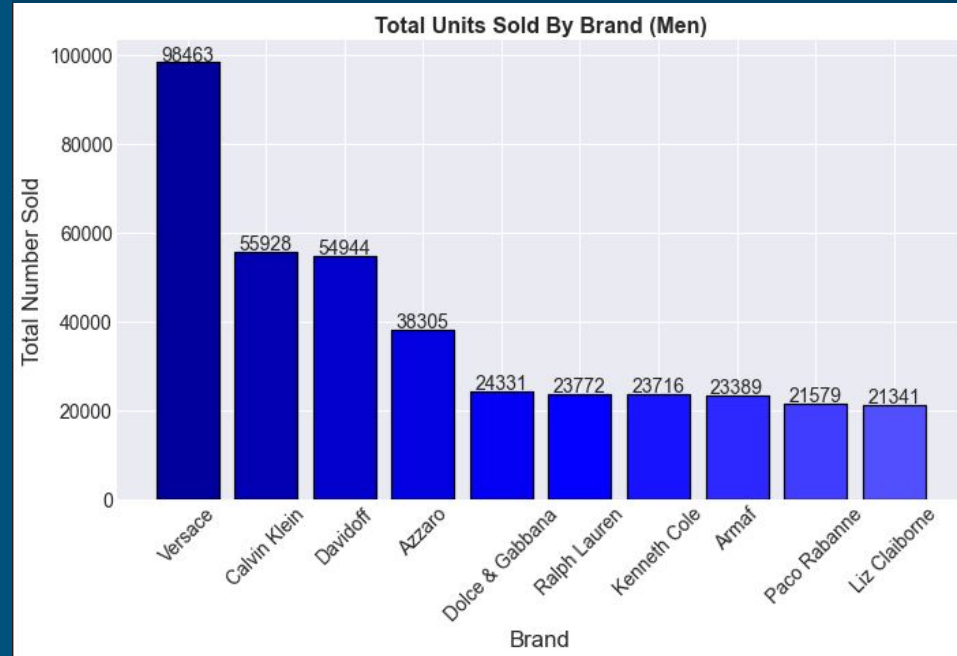
# What are the highest selling perfume brands?

For **women**, it's these 10:



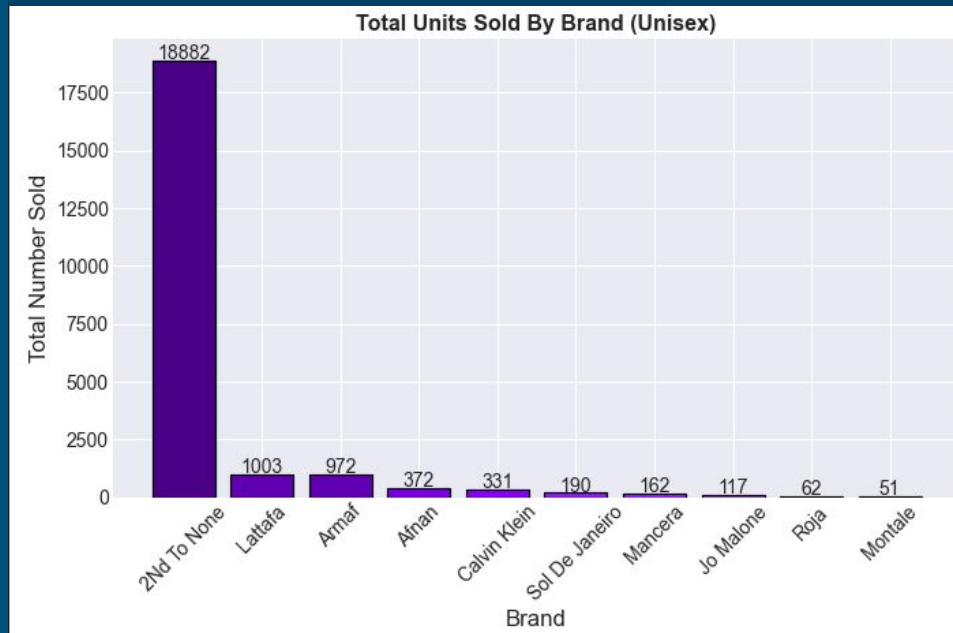
# What are the highest selling perfume brands?

For men, it's these 10:



# What are the highest selling perfume brands?

For **unisex**, it's these 10:



# NUMBER ONE BRANDS

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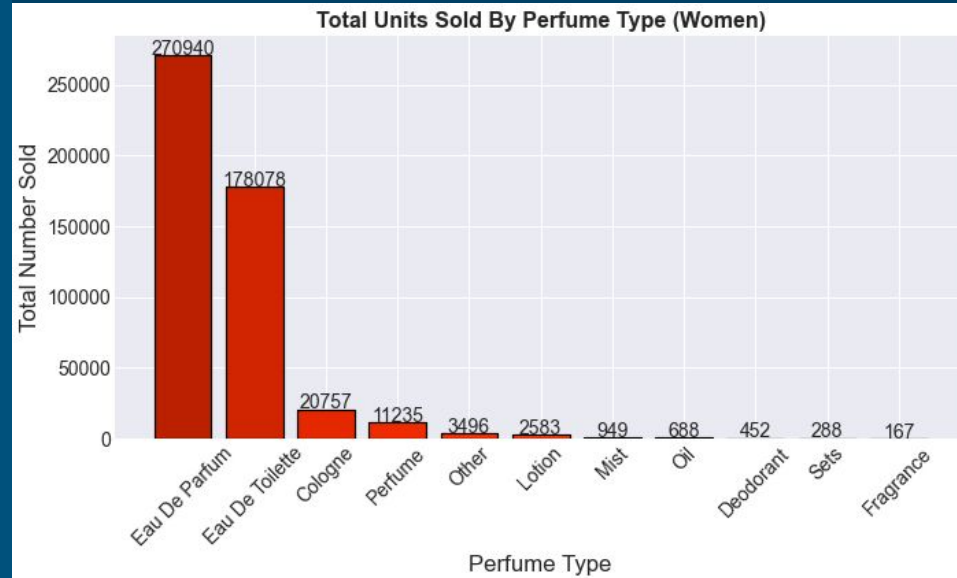
**Female** consumers buy **Calvin Klein** the most

**Male** consumers buy **Versace** the most

Consumers who want perfumes for specifically **unisex** fragrances buy **2nd To None** the most

# What are the highest selling perfume types?

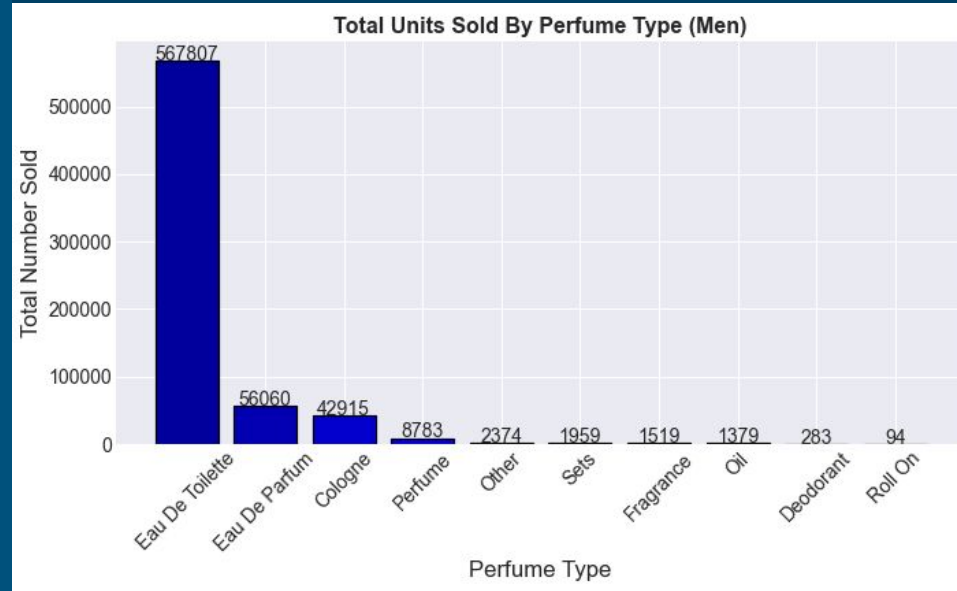
For **women**, it's these:





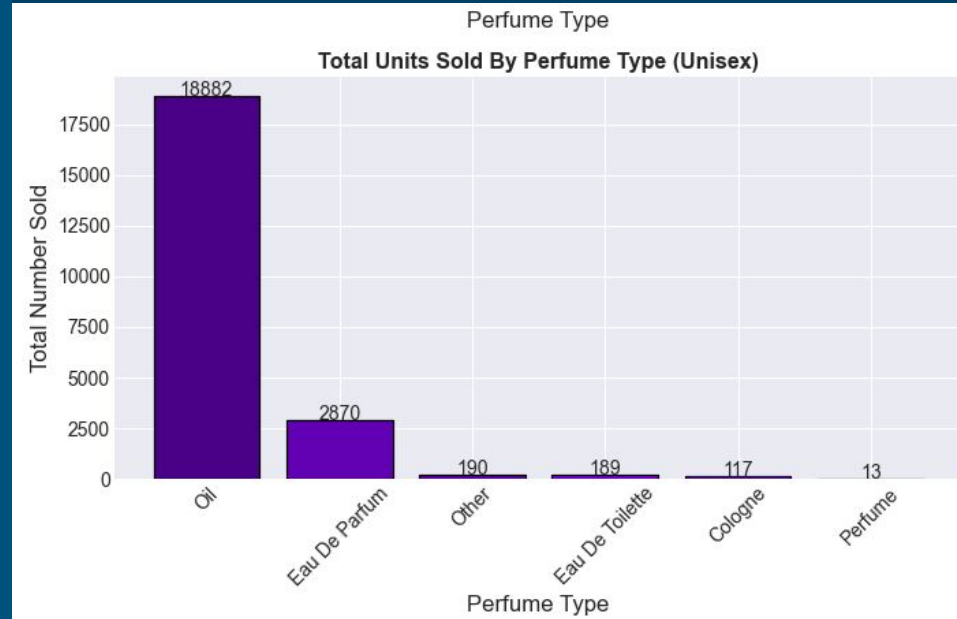
# What are the highest selling perfume types?

For men, it's these:



# What are the highest selling perfume types?

For **unisex**, it's these:



# NUMBER ONE TYPES

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**Female** consumers buy **Eau de Parfum** the most

**Male** consumers buy **Eau De Toilette** the most

Consumers who want perfumes for specifically **unisex** fragrances buy **Oil** the most

# Recommendations

1 | For perfume  
intended for  
**women:**

Optimal brand:

- Calvin Klein

Optimal type:

- Eau de Parfum

2 | For perfume  
intended for **men:**

Optimal brand:

- Versace

Optimal type:

- Eau de Toilette

3 | **Don't** sell perfume  
oils intended for  
both genders

**2nd to None** is actually  
another seller on ebay,  
not a major perfume  
brand, so you will have  
one huge competitor

<https://www.ebay.com/sr/2ndtononescents>

# What next?

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To continue with this analysis, I would like to explore a few more facets of the market:

- How pricing and availability affect the number of products sold
- What would be a competitive price range to sell different perfumes
- Expand on the location categories to include states



Thank you for  
listening!