



ABOUT

MARS Cosmetics Makeup products are especially crafted to suit Indian women's skin conditions and not to forget that each piece is Researched, Iterated & Designed in India. The beauty of Indian Taste is engraved in each of their products and each of them is one of its kind. You can choose from their range of minimally designed products available at your doorstep. You will find the perfect pick for everything from Eyeshadow to Blender as they provide various color options across the categories.

300K
TOTAL LIKES

21K
TOTAL COMMENTS

321K
TOTAL ENAGEMENT

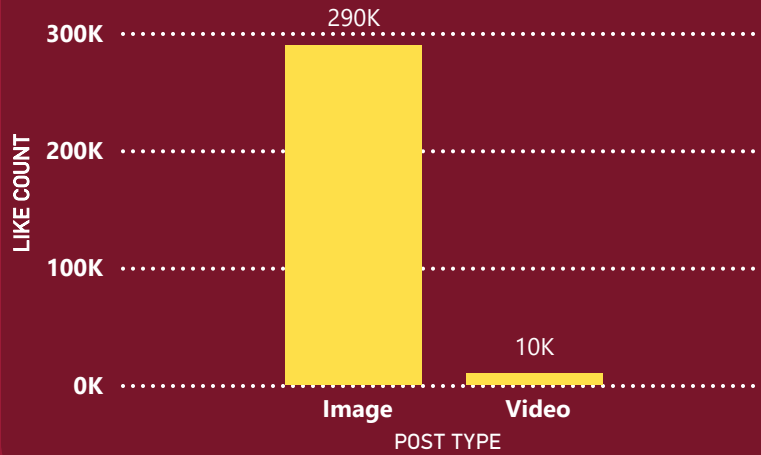
290
TOTAL POST
ANALYZED

74.07
AVERAGE COMMENTS

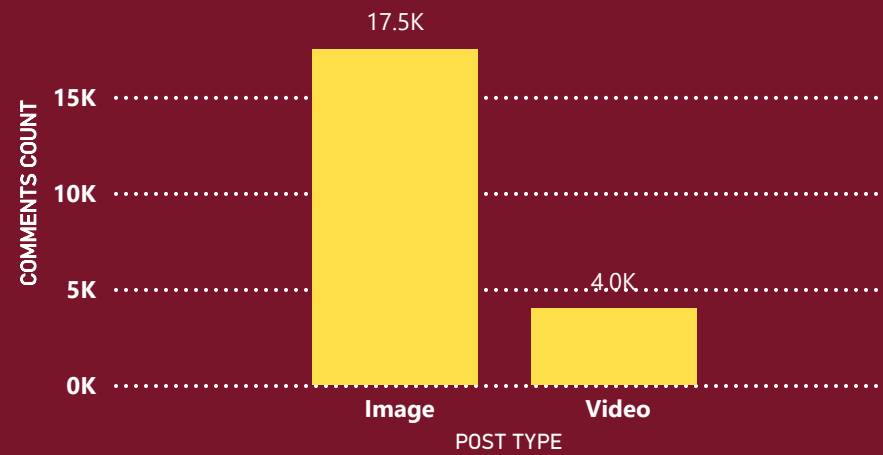
1.03K
AVERAGE LIKES



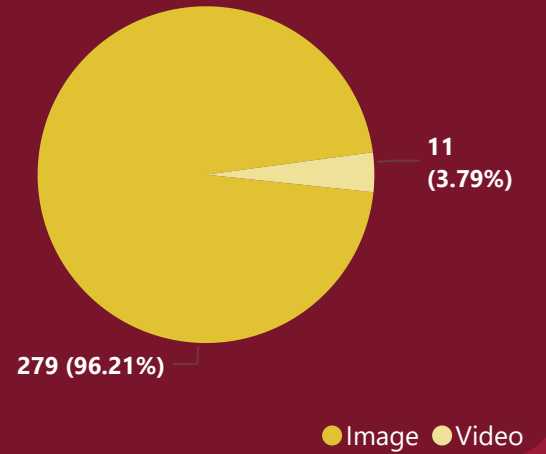
Likes Distribution by Post Type



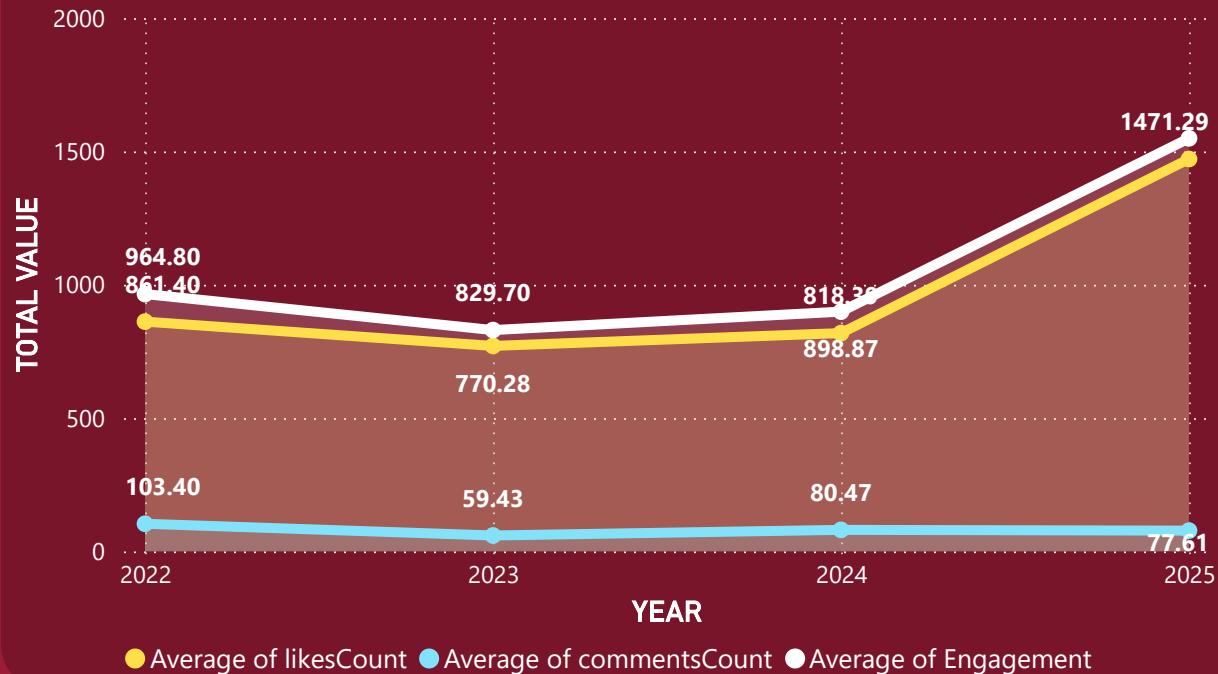
Post Type vs Discussion Volume



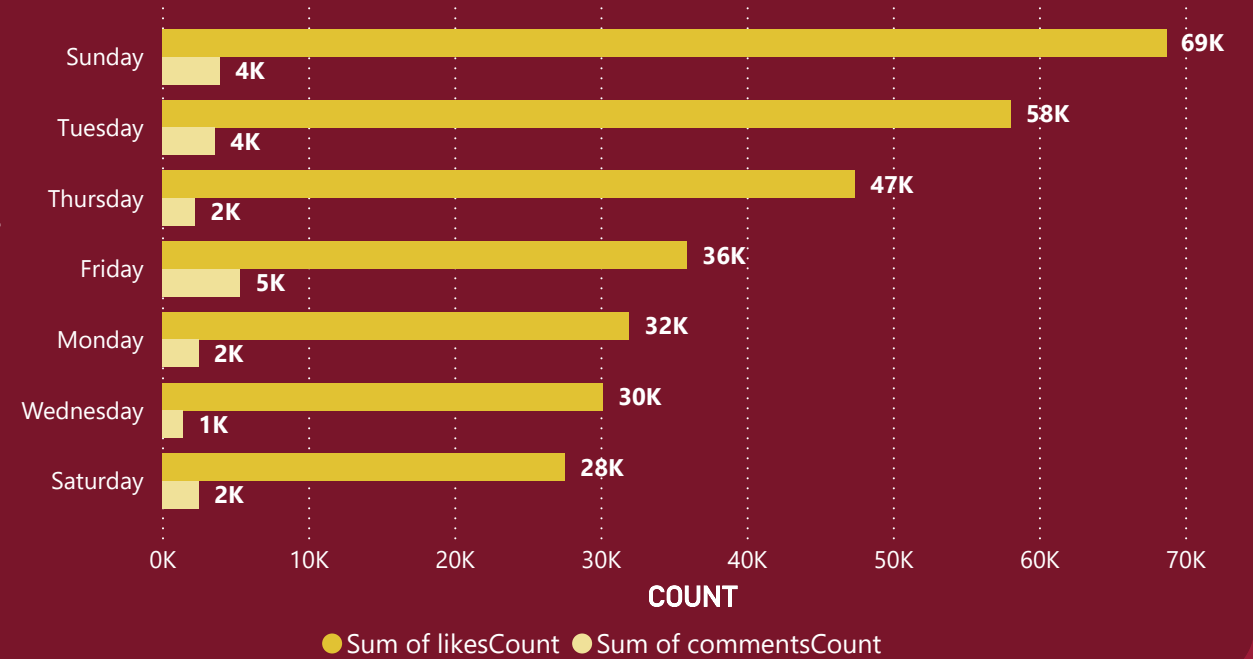
What MARS Posts the Most?



How Content Performed Year by Year



Engagement Trend by Posting Day



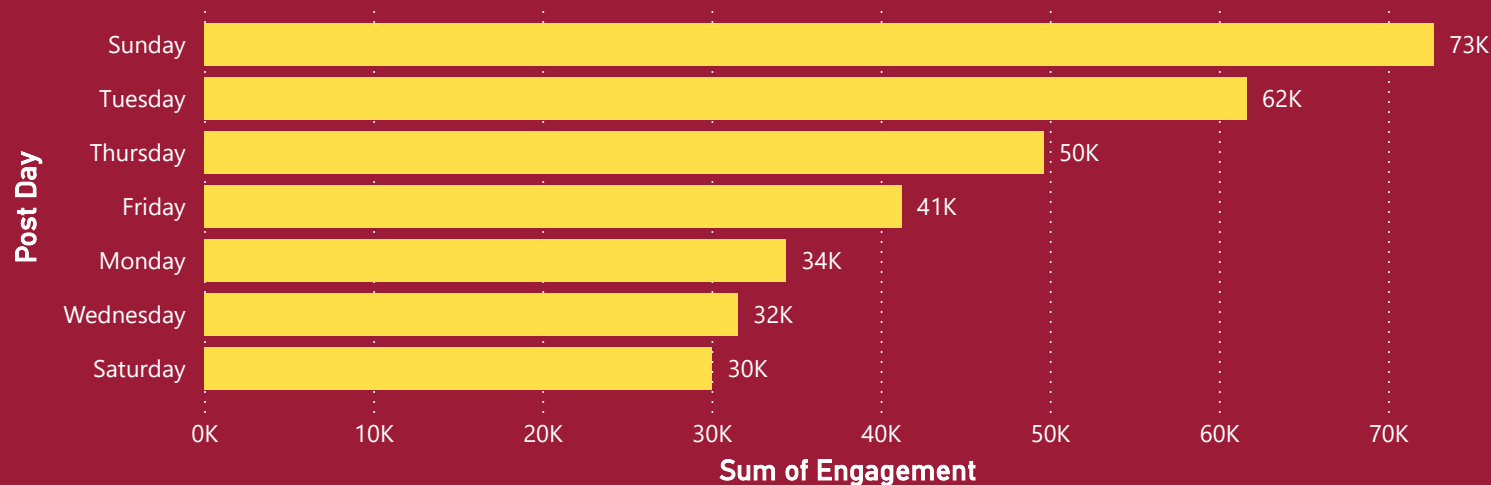


18K
Most Liked Post Ever

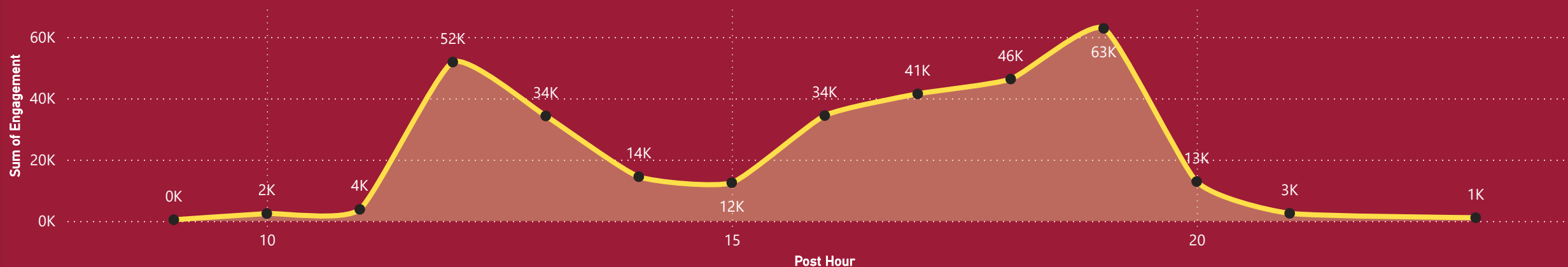
2591
All-Time High:
Comment Count



Daily Post Performance (Likes + Comments)



Best Time to Post: Engagement by Hour



Category

Eyes

Face

Lips

Skincare

49

Total Products

364.31

Average Product Price
(₹)

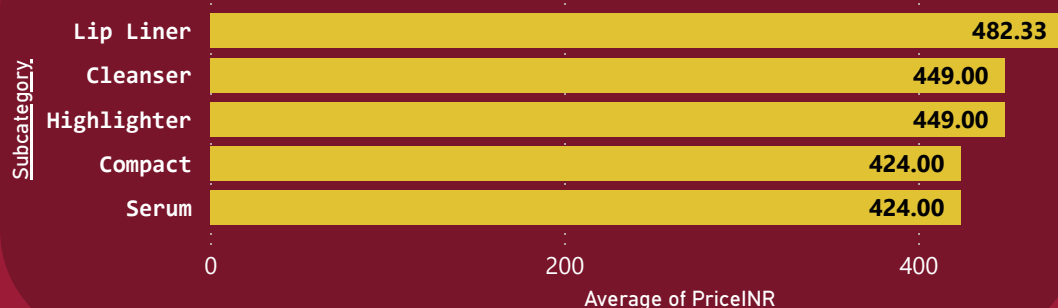
4.22

Overall Product
Rating

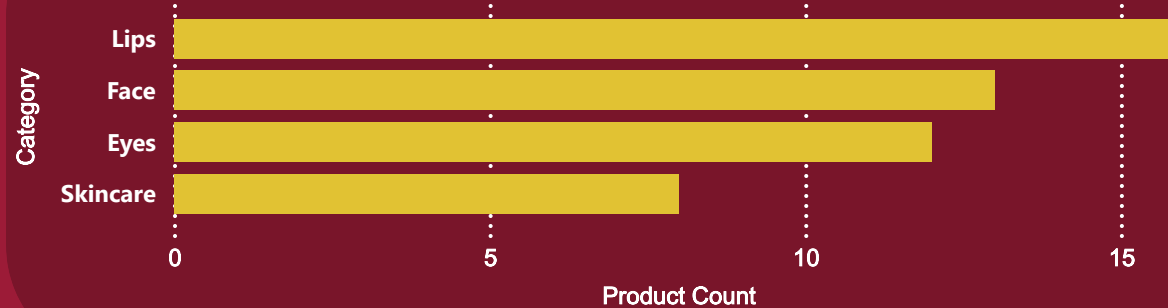
Product Analytics



Average Price – Top 5 Subcategories



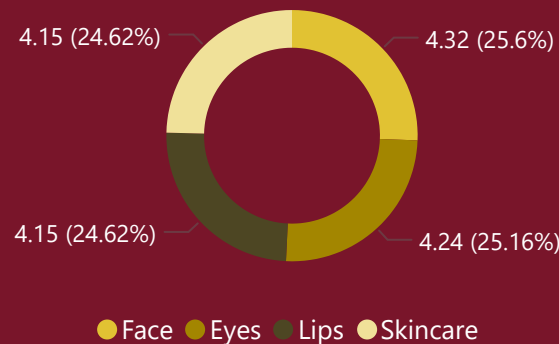
Category-Wise Product Distribution



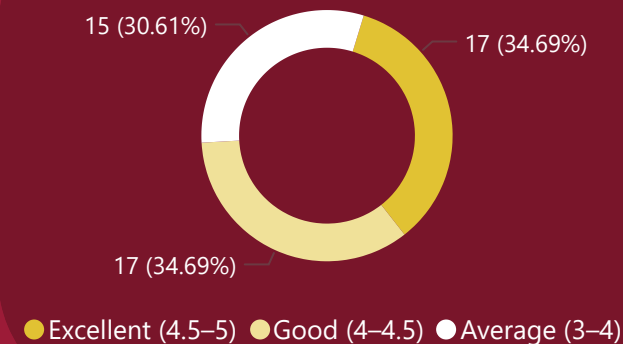
Top 10 Products by Reviews

ProductName	Category	Average of AvgRating	Sum of PriceINR	Sum of NumReviews
Blur Base	Face	5.00	399	910
Curl Drama	Eyes	4.60	299	891
Peach Bloom	Face	4.60	249	685
Dewy Finish	Face	4.80	299	634
Shine Dust	Face	4.70	399	498
Lustre	Lips	4.90	449	385
Skin Renew	Skincare	4.80	399	173
Blackout	Eyes	4.90	349	127
Intense Eyes	Eyes	4.70	299	102
HydraTint	Lips	4.80	299	76

Customer Rating per Category



Rating Tier-wise Product Share



Store Performance Overview

State

Bihar

Chhattisgarh

Delhi

Jharkhand

Madhya...

Maharashtra

Rajasthan

Tamil Nadu

Telangana

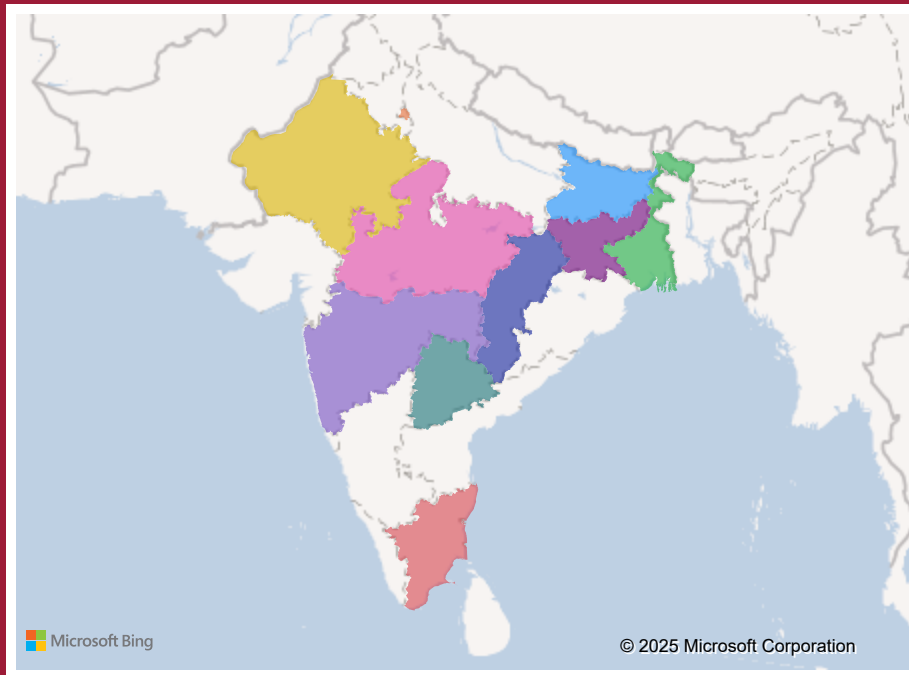
West Bengal

6.07K
Monthly
Footfall

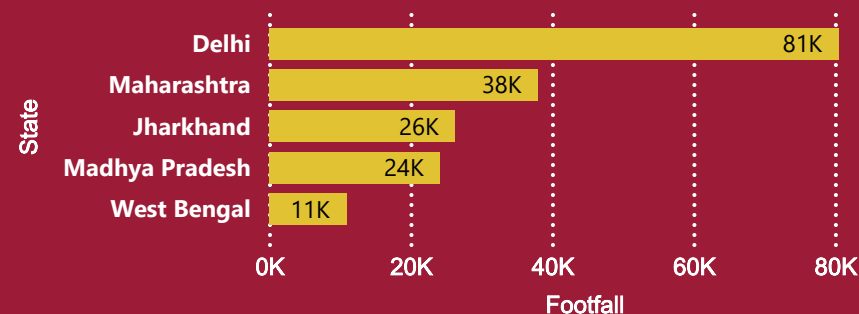
25M
Monthly Sales
(INR)

32
Numbers of
Stores

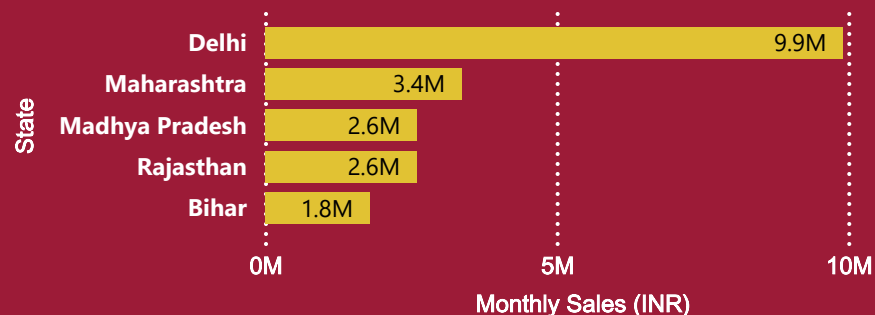
2.72
Average
Refill Freq.



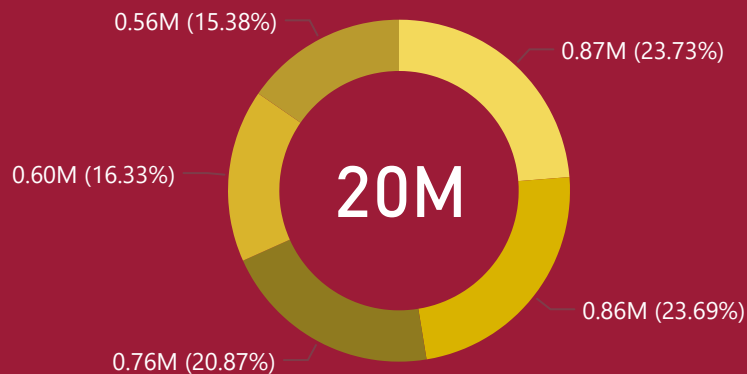
State-wise Store Traffic



Sales Breakdown by State

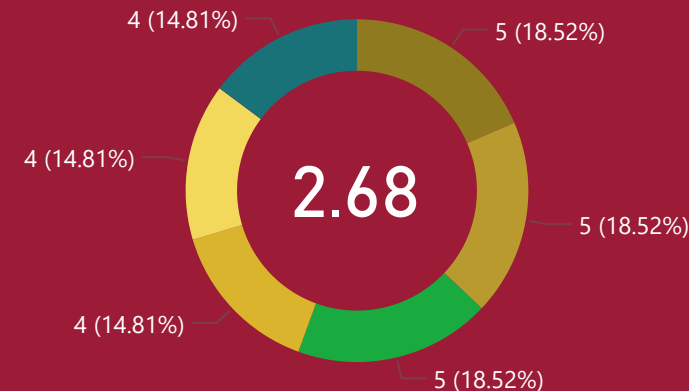


Average Monthly Sales by State



● Madhya Pradesh ● Rajasthan ● Delhi ● Bihar ● Maharashtra

Stores with Max Refill Frequency



● Delhi ● Maharashtra ● West Bengal ● Bihar ● Madhya Pra... ● Telangana