




➤ Overview Dashboard



➤ Creative Effectiveness

➤ Optimal Posting Times

➤ Sales & Product Trends

➤ Outlet Analytics

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## Overview Dashboard

All-Time Likes

300K

All-Time Comments

21K

Total Engagements

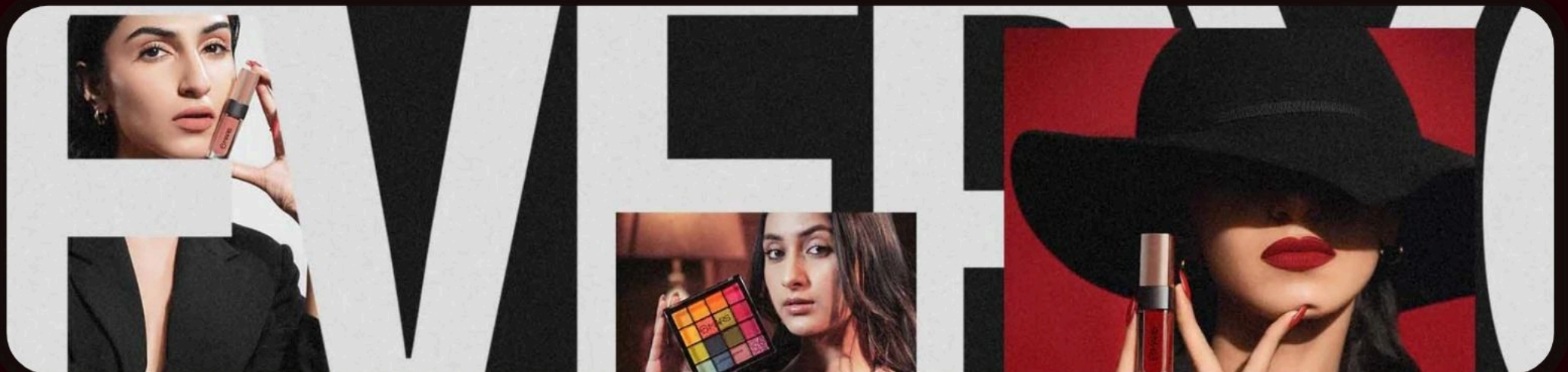
321K

Posts Analyzed

290

*Who We Are.....*

MARS Cosmetics Makeup products of 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.





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Creative Effectiveness

Optimal Posting Times

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2022

2023

2024

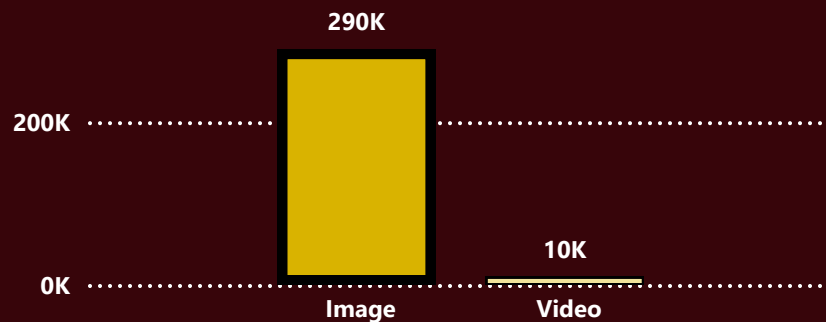
2025

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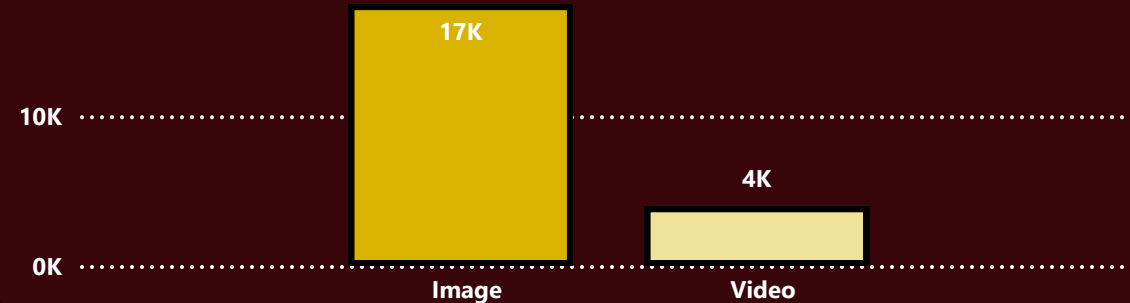
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## Creative Effectiveness

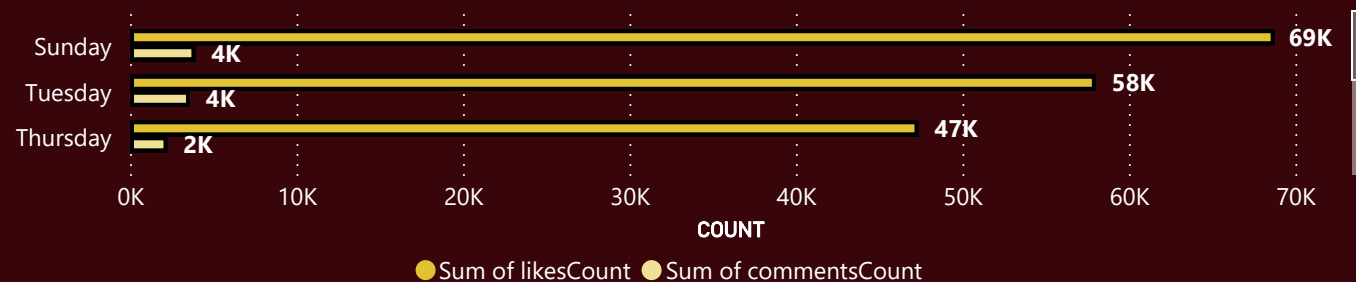
Likes Distribution by Post Type



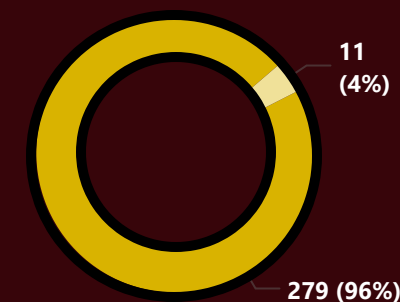
Post Type vs Discussion Volume



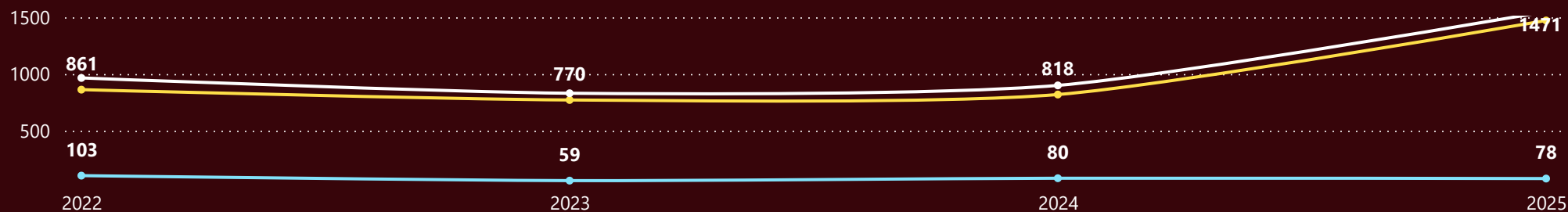
Engagement Trend by Posting Day



What MARS Posts the Most?



How Content Performed Year by Year





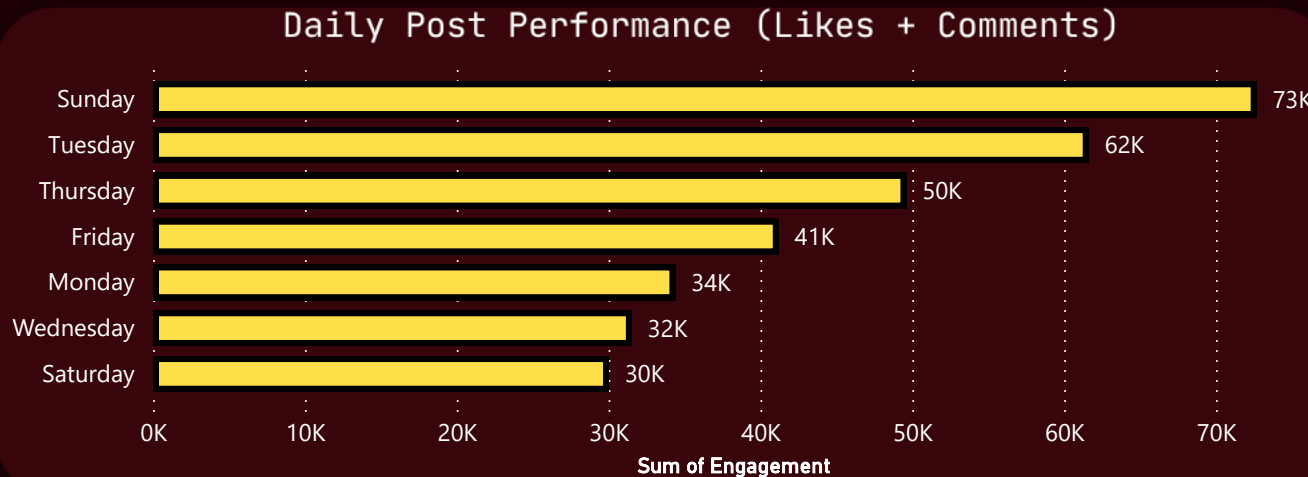
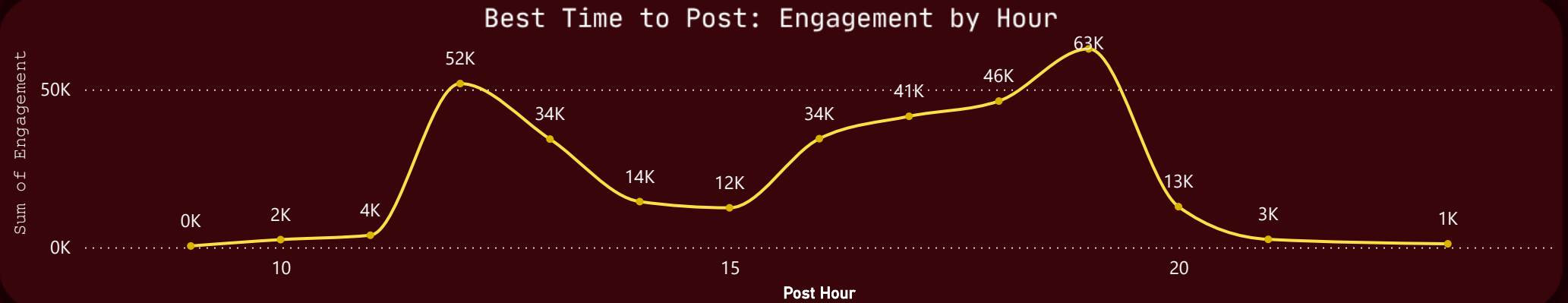
- Overview Dashboard
- Creative Effectiveness
- Optimal Posting Times
- Sales & Product Trends
- Outlet Analytics

April
August
December
February
January
July
June
March
May
November

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## Optimal Posting Times



18K

Most Liked Post  
Ever

2591

All-Time High:  
Comment Count

Makeups for Everyone





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Optimal Posting Times

Sales & Product Trends

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Eyes

Face

Lips

Skincare

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## Sales & Product Trends

49

Total Products

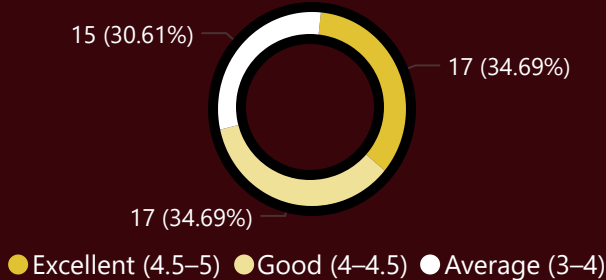
364.31

Average Product Price(₹)

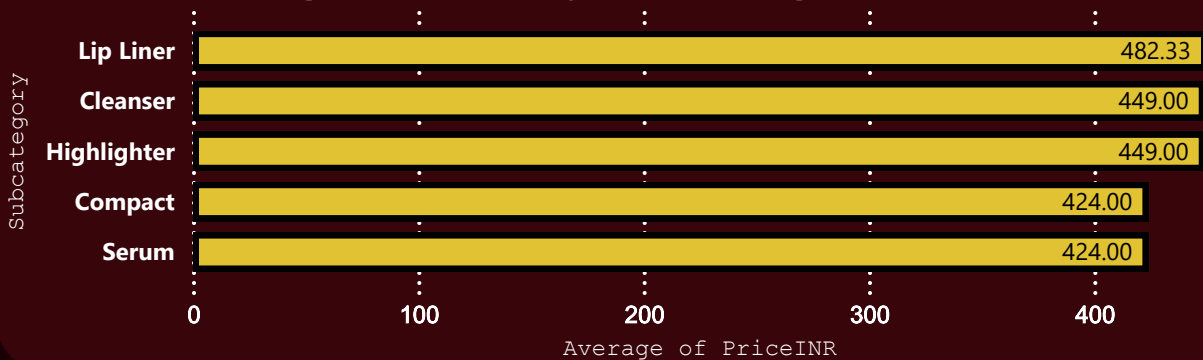
4.22

Overall Product Rating

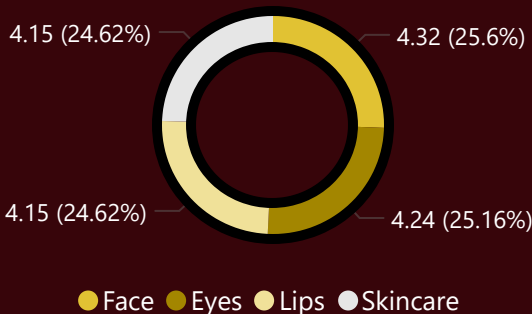
### Rating Tier-wise Product Share



### Average Price - Top 5 Subcategories



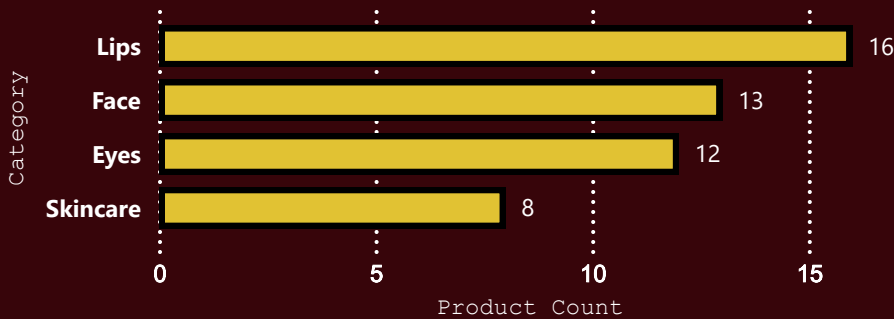
### Customer Rating per Category



### Top Products by Reviews

ProductName	Category	Average of AvgRating	Sum of PriceINR	Sum of NumRe
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
...	...	...	...	...

### Category-Wise Product Distribution







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Bihar
Chhattisgarh
Delhi
Jharkhand
Madhya Pradesh
Maharashtra
Rajasthan
Tamil Nadu
Telangana
West Bengal

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## 🏠 Outlet Analytics

6.07K

Monthly  
Footfall

25M

Monthly Sales  
(INR)

32

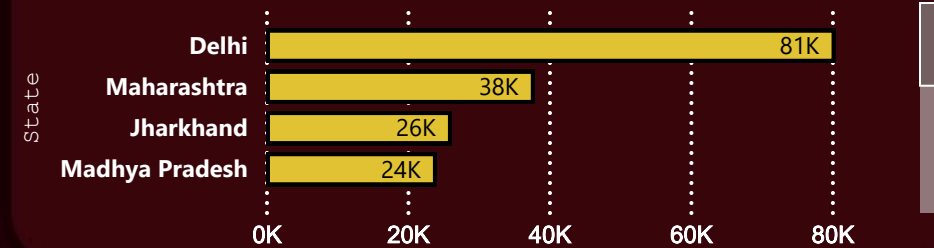
Numbers of  
Stores

2.72

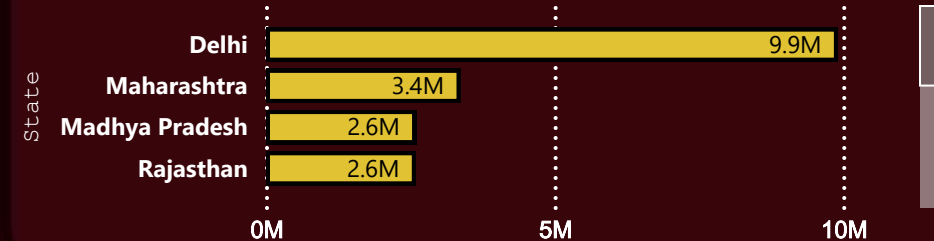
Average  
Refill Freq.



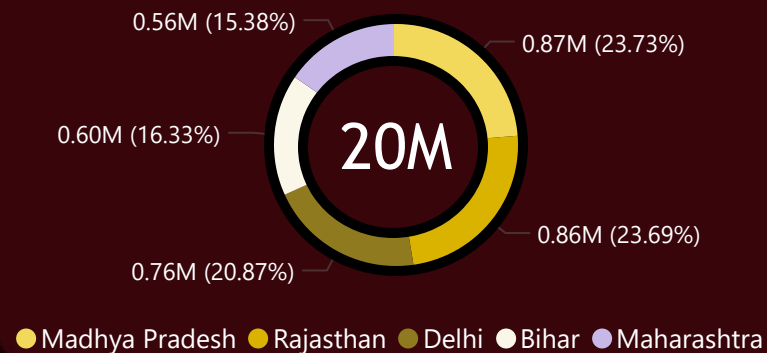
### State-wise Store Traffic



### Sales Breakdown by State



### Average Monthly Sales by State



### Stores with Max Refill Frequency

