

# Indian Summer Beauty Products Analysis - README

## Overview

This dashboard provides an analytical view of beauty product brands, pricing, ratings, and usage trends across different regions in India. It helps in understanding the market trends for various beauty products, including skincare, fragrance, and haircare categories.

## Dashboard Sections

### 1. Brand Ratings & SPF Analysis

- **Average Brand Rating:** 3.04
- **Average Brand SPF Rating:** 23.69
- **Average Brand SES Rating:** 5.52
- These metrics help in evaluating customer satisfaction and product effectiveness.

### 2. Count of Products by Region

- A pie chart distribution representing product availability across different regions:
  - **East**
  - **North**
  - **Pan-India**
  - **South**
  - **West**

### 3. Average Price Analysis

- **By Brand:** Displays pricing trends for brands such as L'Oréal, Neutrogena, Himalaya, Biotique, etc.
- **By Fragrance Type:** Price comparison based on fragrance categories like Woody, Fruity, Citrus, Floral, and Unscented.

### 4. Product Usage Insights

- A bar chart representation of product usage frequency (Daily, Weekly, Occasional).
- Categories include **Toner, Deodorant, Sunscreen, Moisturizer, Serum, Face Wash, Lip Balm, Conditioner, Body Lotion, Shampoo.**

### 5. Average Price by Category

- Price distribution across different categories such as:
  - **Haircare**
  - **Fragrance**
  - **Bodycare**

- **Makeup**
- **Skincare**

## **Interactive Features**

- **Brand Selection Panel:** Users can filter data for specific brands like Biotique, Dove, Garnier, Lakmé, L'Oréal, Neutrogena, Nivea, Ponds, etc.
- **Filters & Bookmarks:** Users can apply region-wise and product-based filters to customize their analysis.