

Guest Preferences to Drive Product Strategy

☒ **Attributes** **count**

- ✓ all_vegan 84
- ✓ bad_parent_co... 77
- ✓ partial_vegan 55
- ✓ black_owned 4

☒ **Products** **Record ...**

- ✓ daily_superfoliant 1.5K
- ✓ daily_microfolia... 1.5K
- ✓ hydro_masque_... 800
- ✓ multi_vitamin_t... 350



Verified Buyers Count
1,246

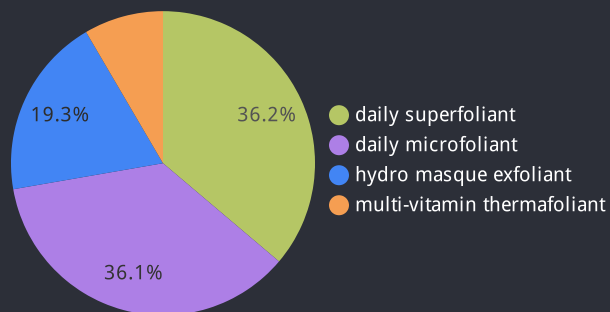


Reviewed Up Votes
2,452

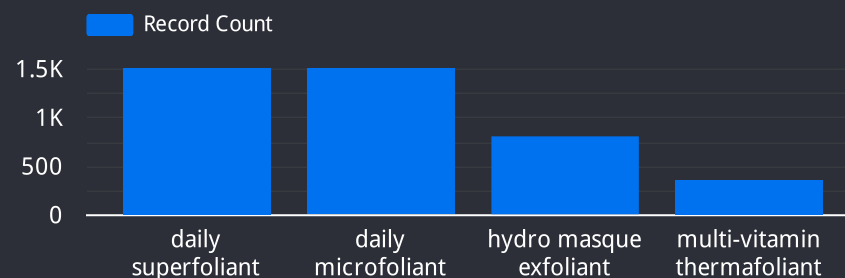


Reviewed Down Votes
668

Verified Buyers



Ulta's Most Reviewed Products



Attribute Line Graph

