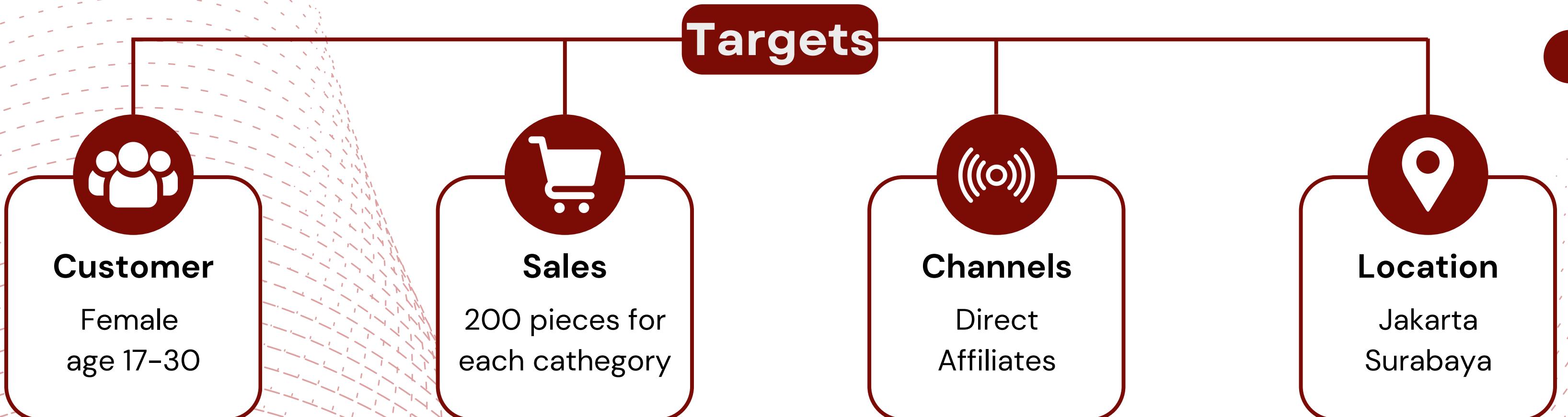


MARKET ANALYSIS REPORT

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TABLE OF CONTENT

- Targets
- Market Segmentation
- Sales Performance
- Sales Channel Distribution
- Customer Distribution
- Insights
- Recommendation



Lip Tint 200
Lip Cream 200
Lip Moisturizer 200
Lip Gloss 200

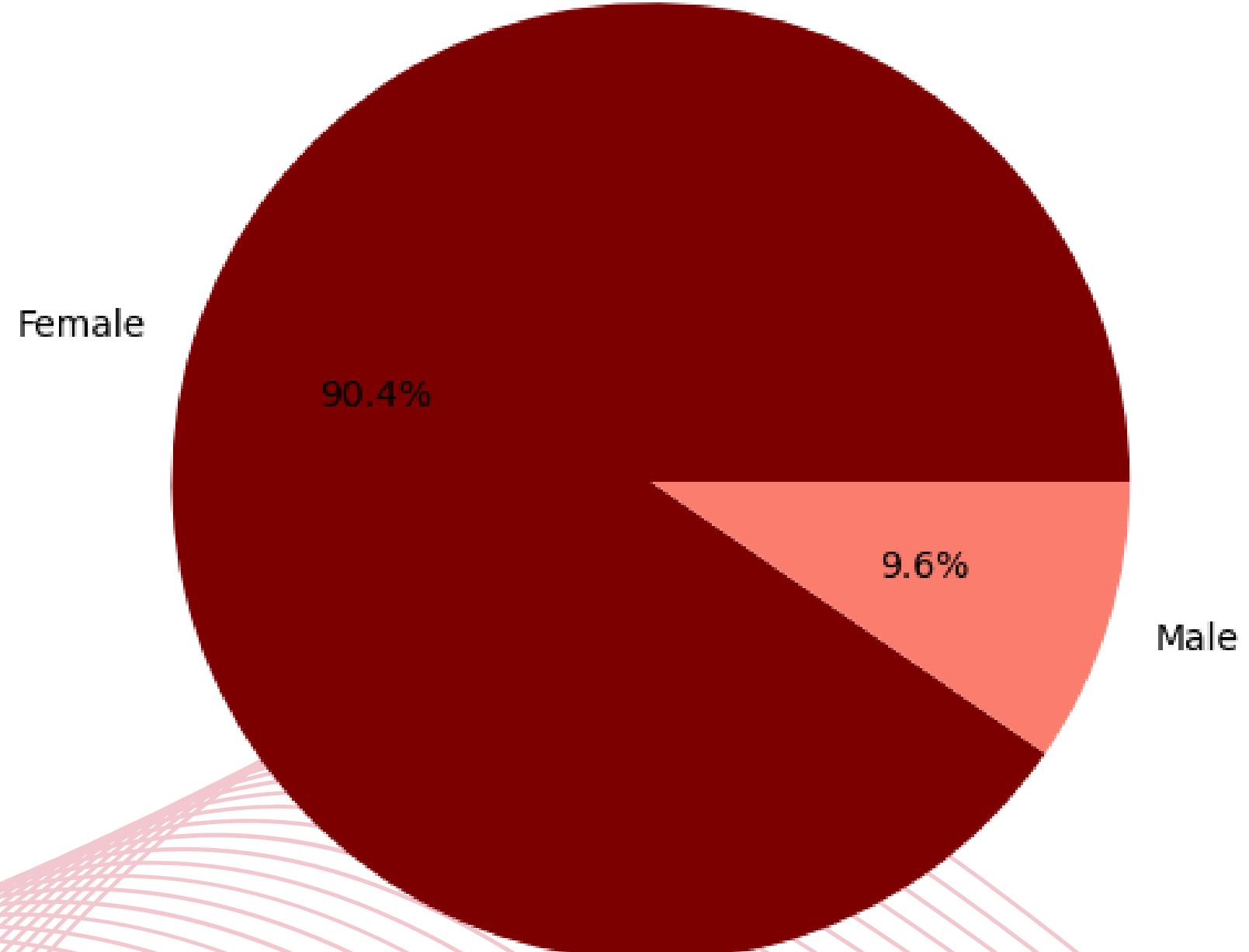
Direct

Direct is a marketing strategy where businesses engage with customers personally through channels like email, phone calls, or direct website visits

Affiliate

Affiliate is a performance-based marketing approach where third-party partners promote a business's products or services in exchange for a commission

MARKET SEGMENTATION



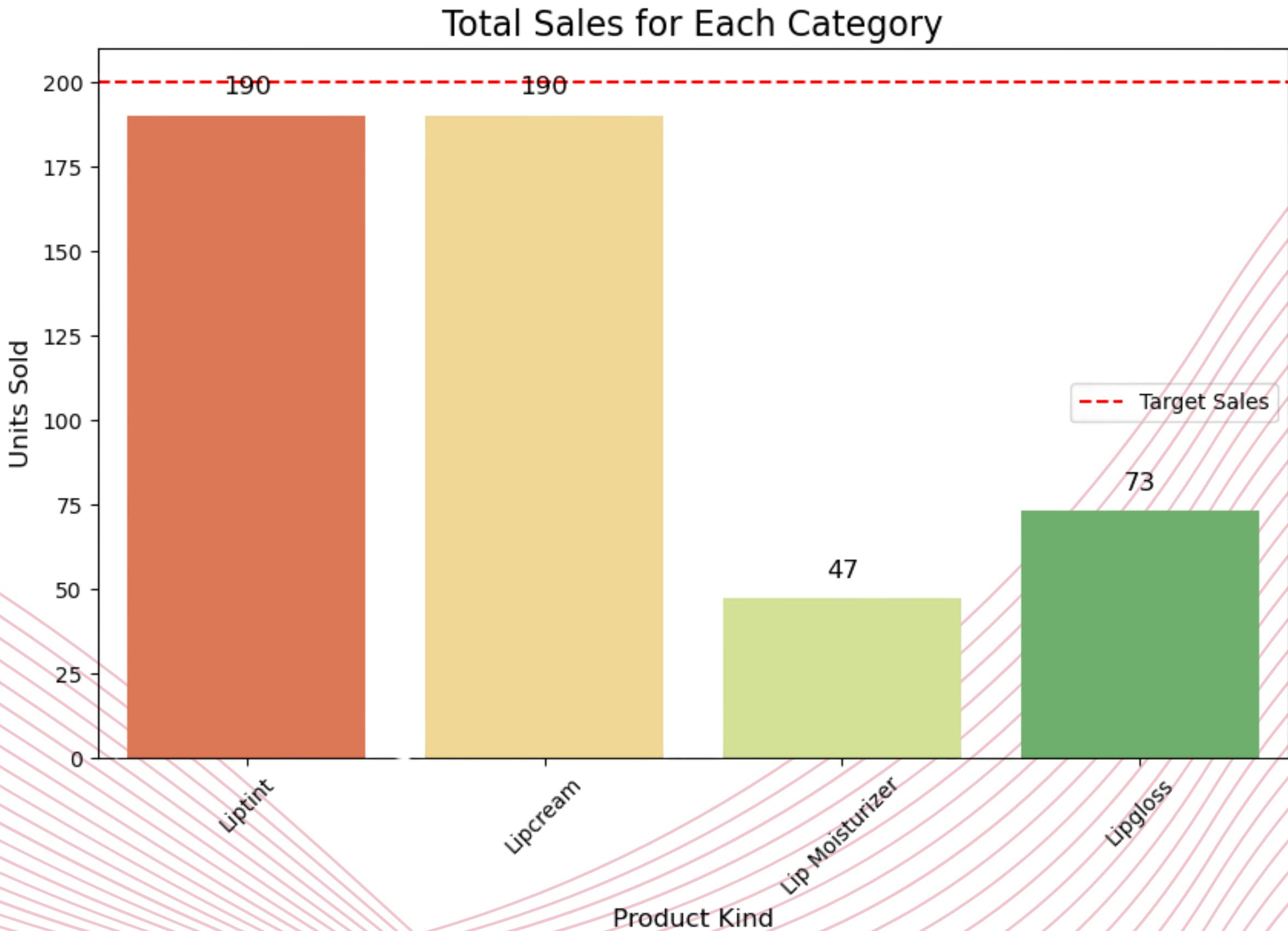
Female aged 17-30 = 396 customers

- The target market for Stay-Ink! Cosmetics is **females aged 17-30**.
- From the total 500 customers, 452 customers are female (90.4%), and 48 customers are male (9.6%). Of these, **396 customers fall within the target market** (female, 17-30 years old). It's representing a **significant portion of the customer base**.

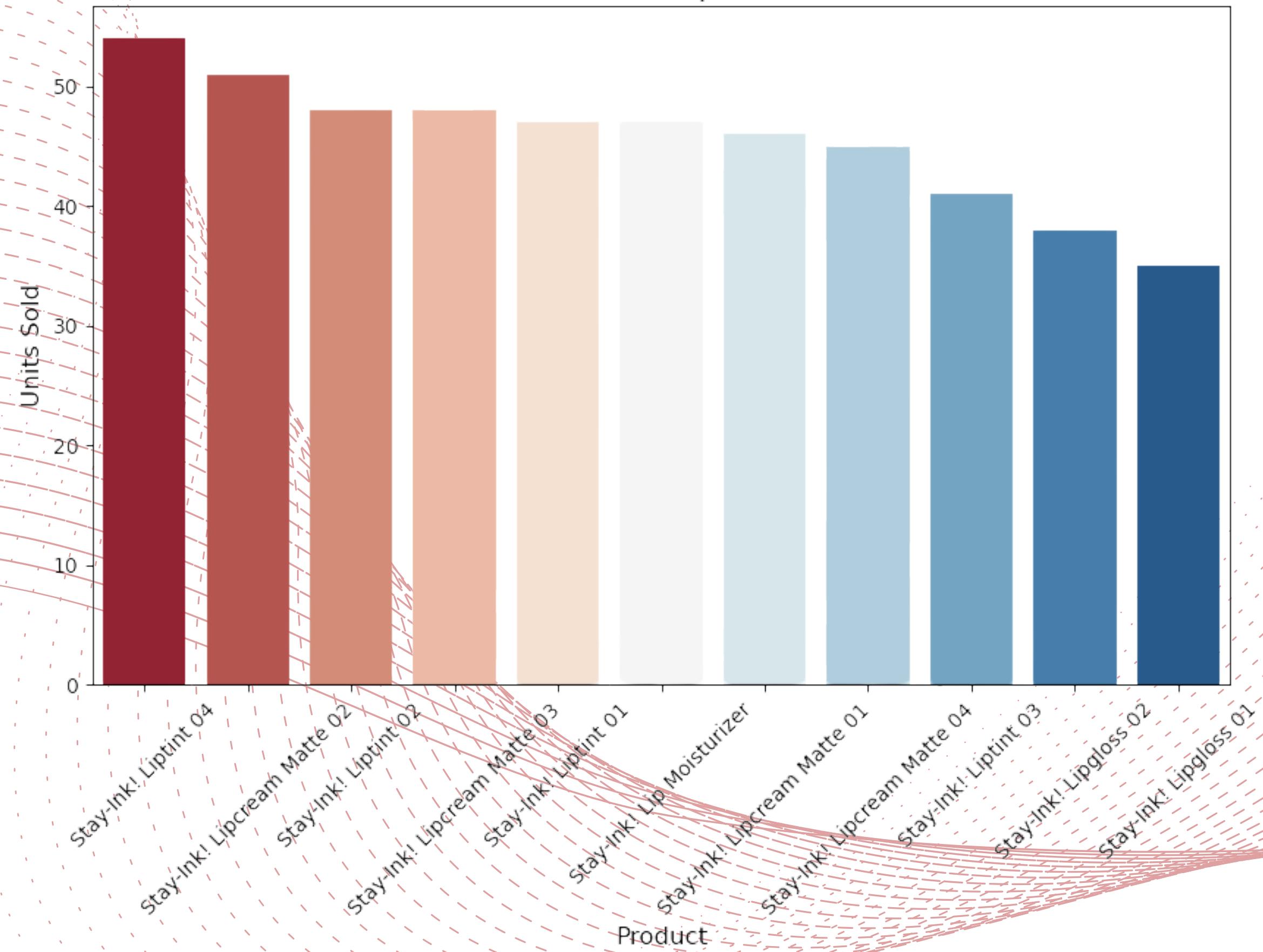
Female	452
Male	48

SALES PERFORMANCE

- Stay-Ink! Liptint
190 Sold
- Stay-Ink! Lipcream
190 Sold
- Stay-Ink! Lip Moist
47 Sold
- Stay-Ink! Lip Gloss
73 Sold



Total Units Sold per Product



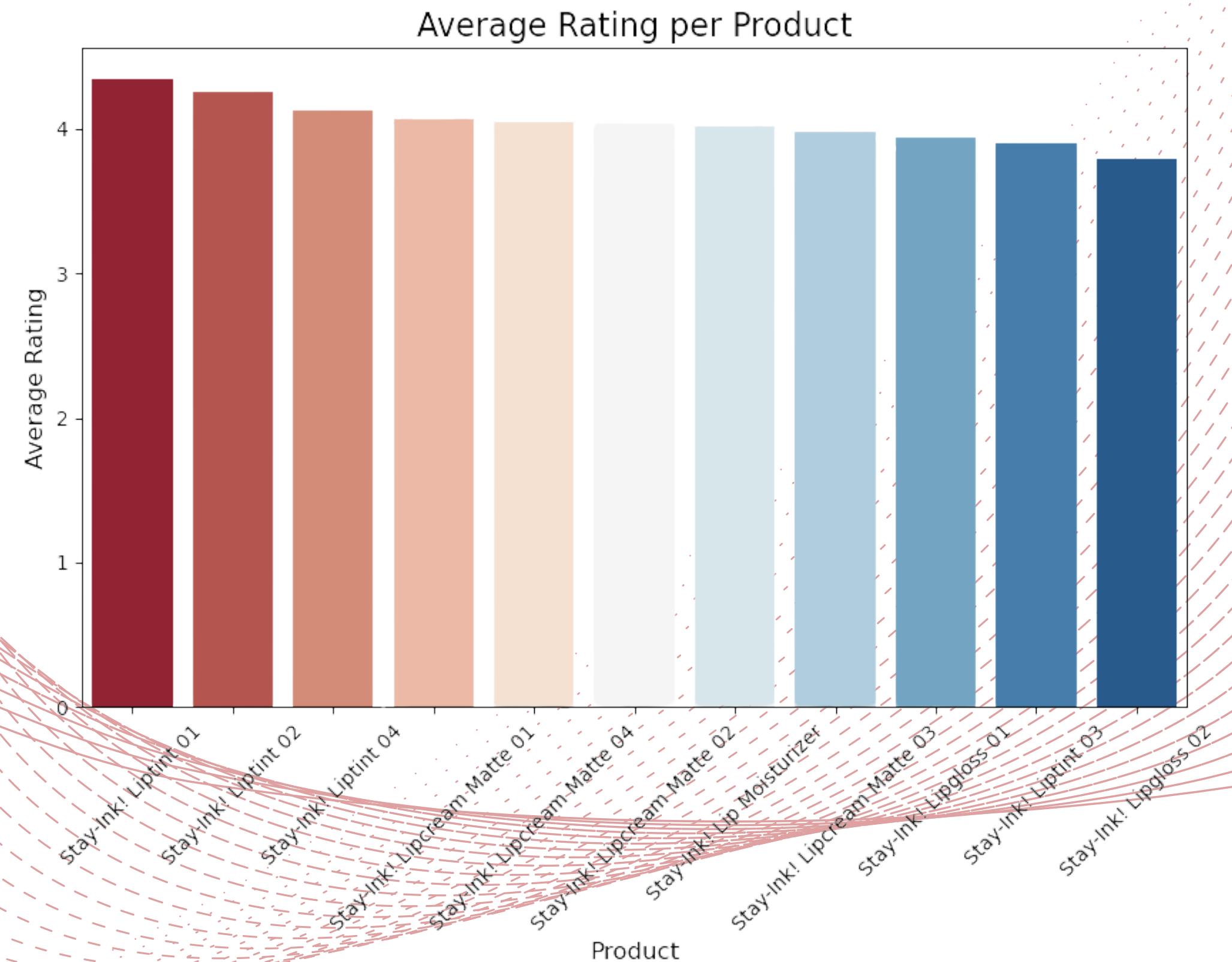
AVERAGE PRODUCTS RATING

Highest-rated product:
Stay-Ink! Liptint 01

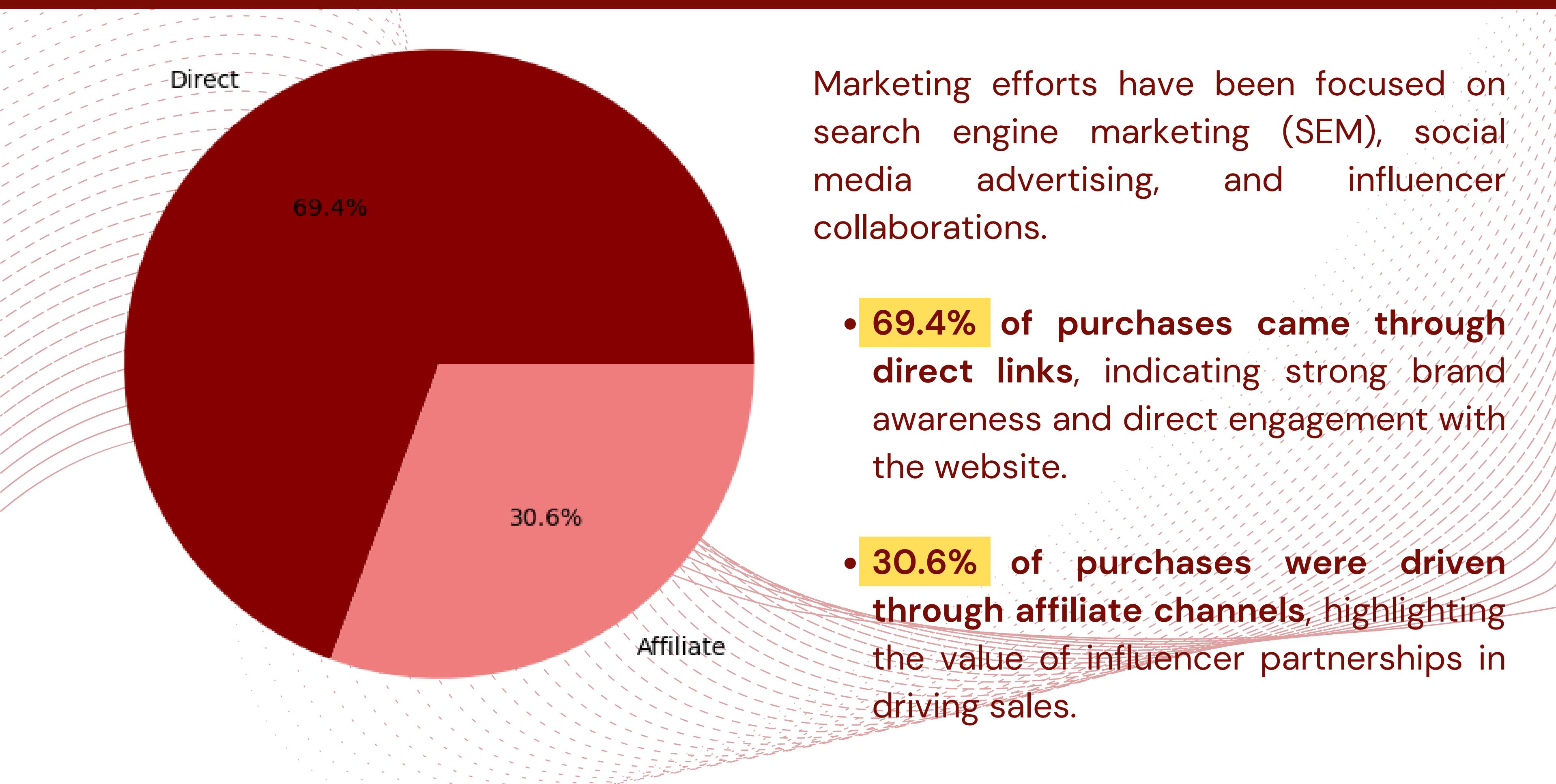
Average rating of **4.34**

Lowest-rated product:
Stay-Ink! Lipgloss 02

Average rating of **3.79**

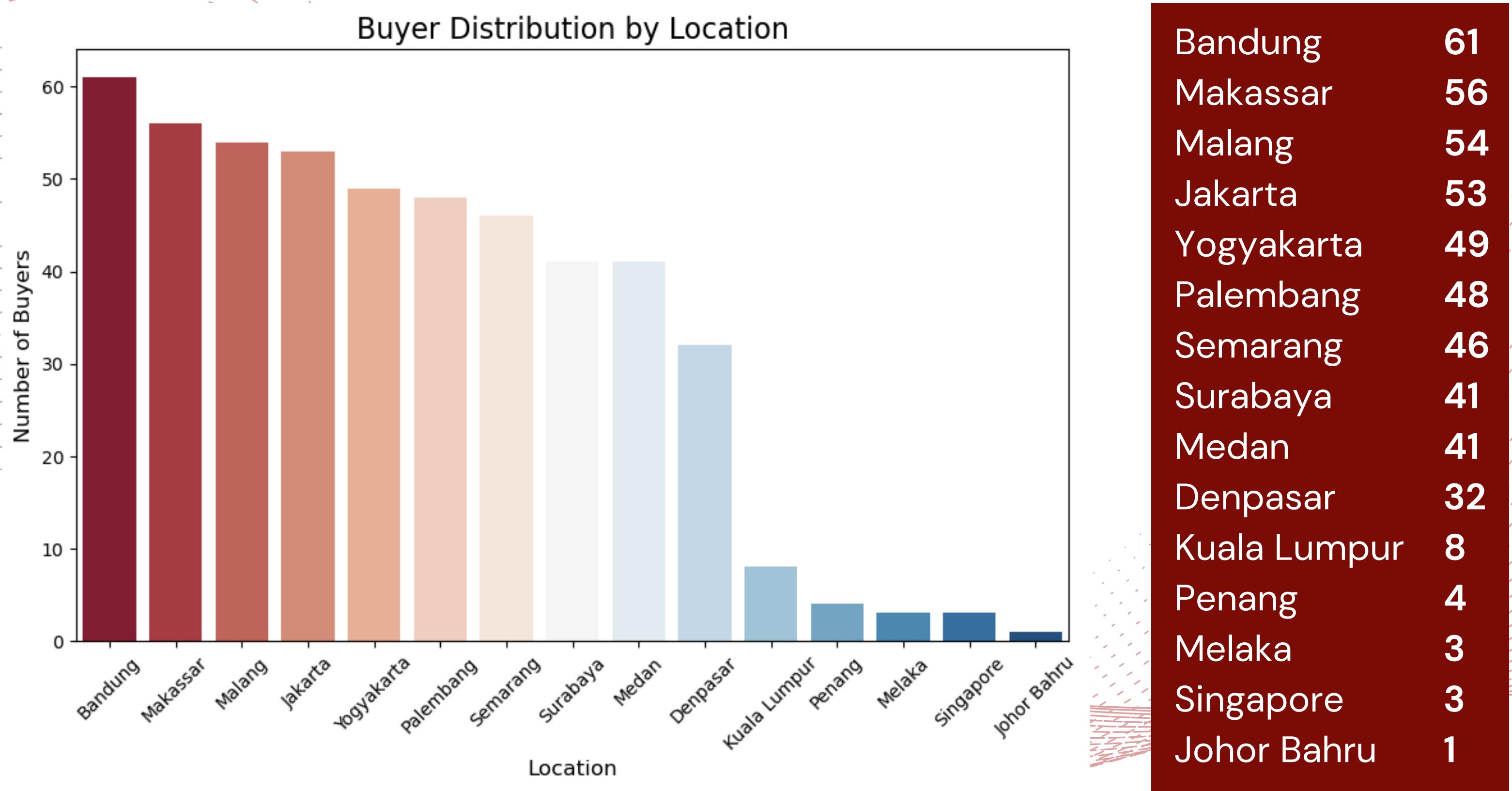


SALES CHANNELS DISTRIBUTION



CUSTOMER DISTRIBUTION

Buyer Distribution by Location



INSIGHTS

Total Unit Sales Target is not reached

- None of the products have met their target sales of 200 units. However, Lip Moisturizer shows the lowest sales and may need a push through additional promotions or marketing focus.

Customer Preference

- Liptint is the most popular category, with the highest number of units sold (190) and the best-rated products. The Liptint 04 variant leads the sales, while Liptint 03 is the least popular among the Liptint range.

Quality Concern

- The lower ratings for Lipgloss 02 and Lipcream Matte 03 suggest potential quality issues or mismatched customer expectations. Further analysis of customer feedback and possibly reformulating these products could improve satisfaction and sales.

Target Distribution

- We have targeted Jakarta and Surabaya as our main target market location. The analysis shows that Bandung, Makassar, and Malang have a potential market for our products.

Recommendations

- Consider promotional strategies for products like Lip Moisturizer and Lipgloss to increase their sales figures. A product bundle promotion or gift set may drive higher sales.
- **Enhance Influencer Collaborations:** Given that 30.6% of sales came from affiliate channels, it indicates that Influencers may increase our sales of products
- Expand our sales in potential locations like Bandung, Malang, and Makassar.
- We need to enhance our promotional efforts in Jakarta and Surabaya. Additionally, expanding our sales through e-commerce platforms could help boost sales not only in these target markets but also across a broader customer base.
- According to the ratings, Implement a comprehensive quality control process by evaluating all product ratings and addressing any recurring issues to enhance overall product quality and customer experience.