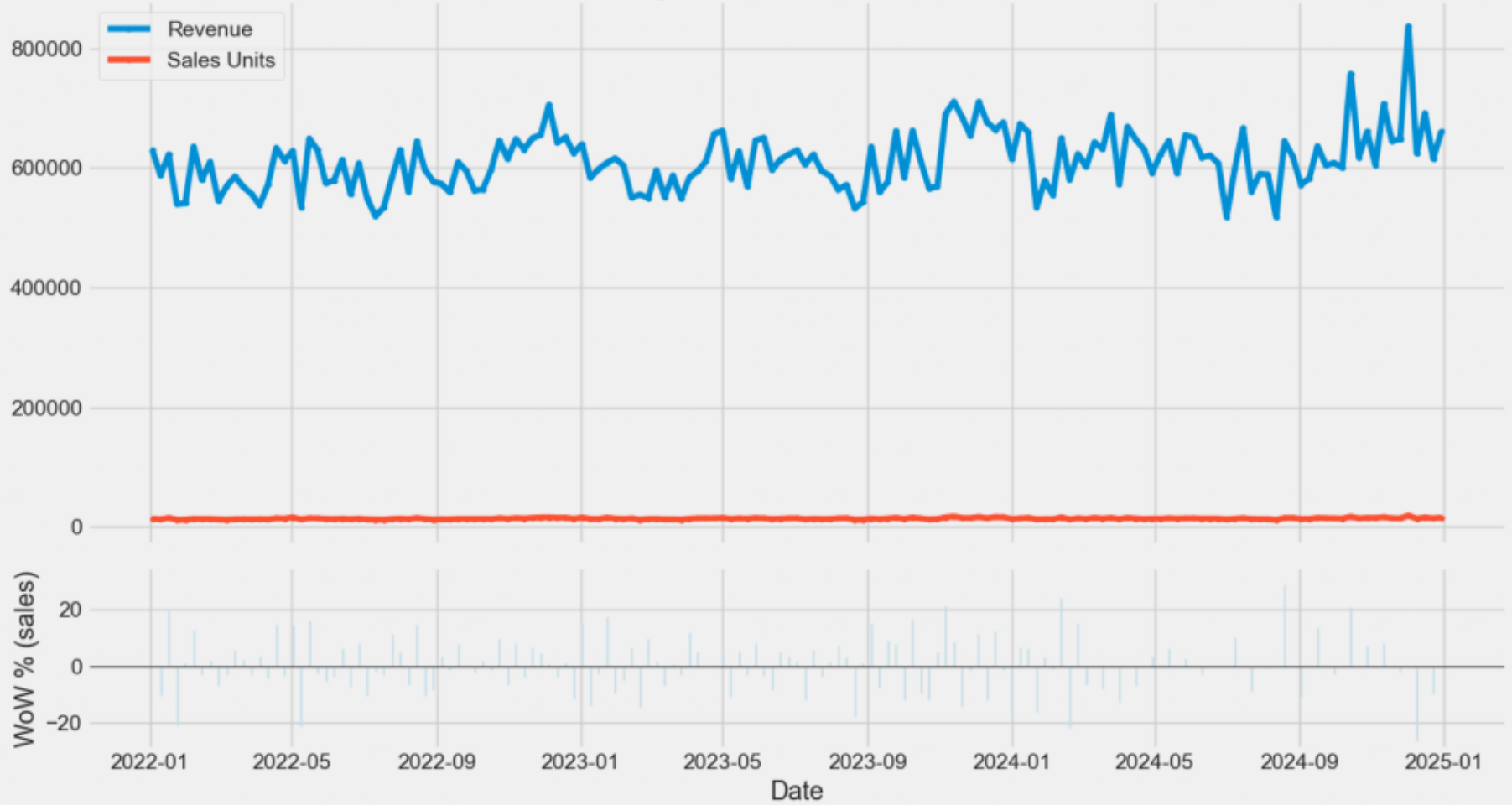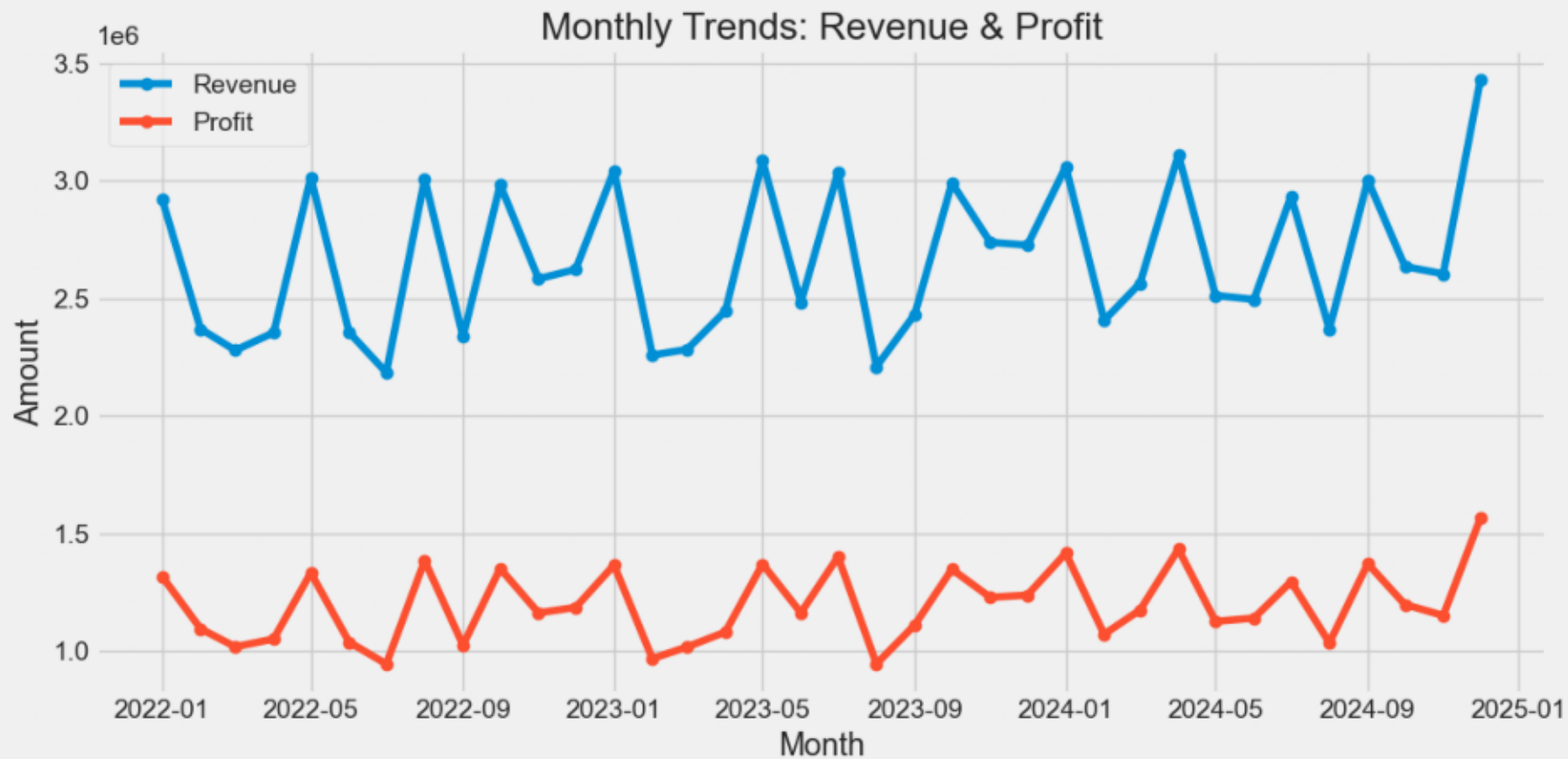# Cosmetics/Health Products KPI Management Report

(Key metrics: Sales_Units, Revenue, Profit, Lead_Time_days, Efficiency_u_per_h)

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Weekly Revenue & Sales Trends

Monthly Trends: Revenue & Profit

Weekly Revenue with Anomalous Weeks Highlighted

Summary: Top products by Revenue (last year)

Year	Product_ID	Product_Name	Category	Produced_Units	Sales_Units	Revenue	Lead_Time_days	Efficiency_u_per_h	YoY_Sales_pct	P
2024	P007	FRA_SKU_07	Fragrance	130716	121461	6839722.07	6.301887	100.334340	-0.016518	
2024	P006	MAK_SKU_06	Makeup	105097	101498	5867724.56	6.301887	82.842453	0.025243	
2024	P012	MAK_SKU_12	Makeup	72808	69482	3559272.16	6.132075	56.278302	0.116051	
2024	P005	MAK_SKU_05	Makeup	62324	59446	3169717.21	5.867925	48.962642	0.056423	
2024	P004	SKI_SKU_04	Skincare	68293	65668	2998427.22	5.716981	54.492830	0.040912	
2024	P010	MAK_SKU_10	Makeup	60531	57176	2649311.51	6.433962	48.524528	0.017783	
2024	P001	SKI_SKU_01	Skincare	50865	48519	2520424.37	6.509434	40.003019	0.048379	
2024	P003	FRA_SKU_03	Fragrance	34905	32757	1574864.22	6.415094	27.886604	0.012112	
2024	P011	FRA_SKU_11	Fragrance	48168	46027	1468553.71	6.547170	37.683962	0.090713	
2024	P002	SKI_SKU_02	Skincare	51974	49293	972254.44	7.000000	40.873774	0.020094	

Recommendations (Summary):

1) Focus marketing on the top 20% of products by sales (Pareto) — monitor Sales_Units & Revenue.
2) Reduce Defect_Rate and Downtime_hours through a preventative maintenance program — increase Efficiency_u_per_h.
3) Use weekly forecasts (LinearRegression, Prophet, ARIMA) for inventory planning and raw material procurement (Raw_Material_Cost)
4) Schedule promotions by evaluating the MoM and YoY effects of campaigns (Campaign).
5) Reduce Weeks_of_Inventory for fast-moving SKUs and increase for seasonal ones.
6) Investigate anomalies (anomaly) before making decisions; find root causes (logistics/returns/campaign).
7) Automate weekly reports with key KPIs: Sales_Units, Revenue, Profit, Lead_Time_days, Efficiency_u_per_h.
8) Conduct A/B testing for campaigns and evaluate CAC and Conversion (in different channels).