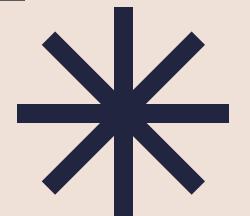




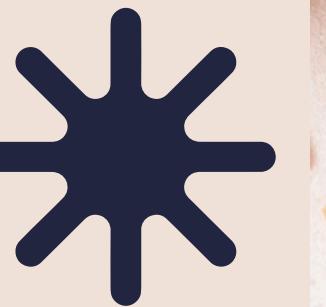
Guest Preferences to Drive Ethical Beauty Strategy at Ulta

Emma Simmermon
<https://github.com/emmasimmermon/ulta-retail-insights-sql.git>



Ethics Meets Engagement

Who am I helping?



Ulta's Guest Data team

*Guests" is Ulta's term for customers

What's the problem?

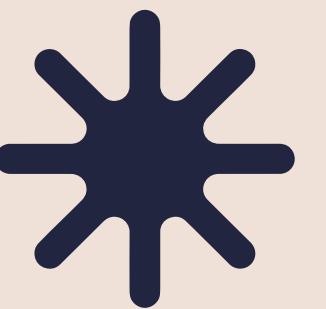
Do ethics drive guest engagement?
Or what most engages guests on
Ulta website



Ethics Meets Engagement

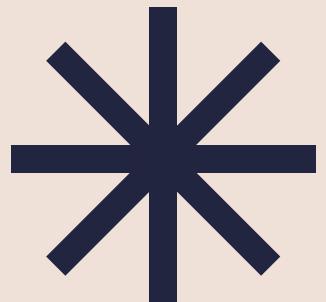
How will I solve the problem?
Use SQL pipelines & Looker
dashboard:

1. Analyze brand ethics across
retailers
2. Zoom in on Dermalogica
3. Compare ethical traits vs. guest
engagement



Built for This Job

- Leverage reviews + customer data
- Analyze customer campaign response and profile info
- Large datasets → Business Friendly Insights & presentation
- Tools: SQL, Excel, Looker Studio Dashboards



 Ulta Beauty

Guest Data Analyst

Bolingbrook, IL · 2 weeks ago · Over 100 people clicked apply

✓ Hybrid ✓ Full-time

Apply

Saved

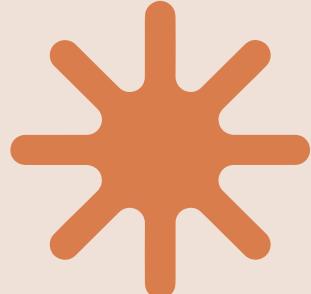
- Establish relationships across the enterprise on guest data collections and integrations, as well as how to assess business needs and transform them into meaningful observations by selecting optimal analytic technique(s) and leveraging customer and marketing data
- Manipulate and analyze data from Ulta Beauty's big data environment, including customer profile info, campaign response, and transaction data using SQL or similar tools
- Distill analyses results into clear, concise, and business friendly presentations and deliver those presentations to various levels of audiences
- Design and implement intuitive dashboards and visualizations that will enable business teams to understand and act on insight derived from Ulta Beauty's complex datasets

- Proven command of SQL, relational databases, MS Excel/PowerPoint
- Other data querying and analysis languages such as Python, R a plus
- Hands-on experience handling large amounts of data and working with a variety of data analysis and reporting (BI) tools such as Tableau, Power BI, Looker etc.

The Traits That Matter

API Data Source Overview

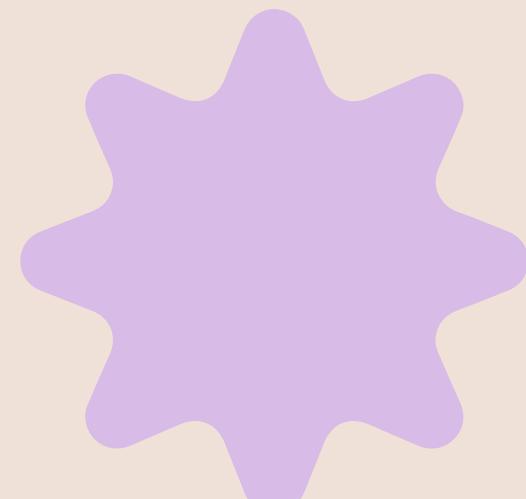
Source: Kaggle product dataset



5 retailers: Ulta + 4 others

4 traits: clean + inclusive

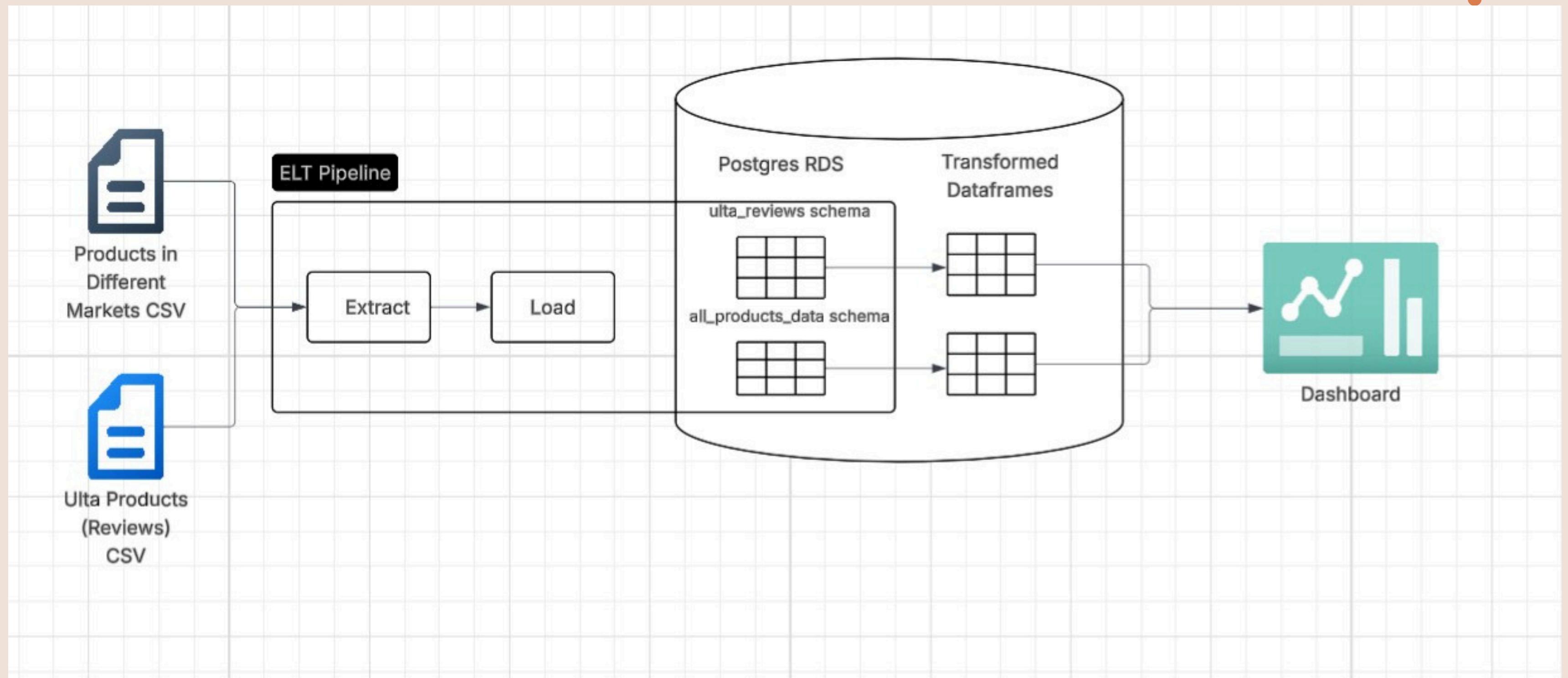
Fields: vegan, partial-vegan, Black-owned,
parent company that tests on animals



Use: compare brand positioning against major
competitors

The Traits That Matter

API Data Source Overview



Ulta Leads Clean Beauty in U.S.

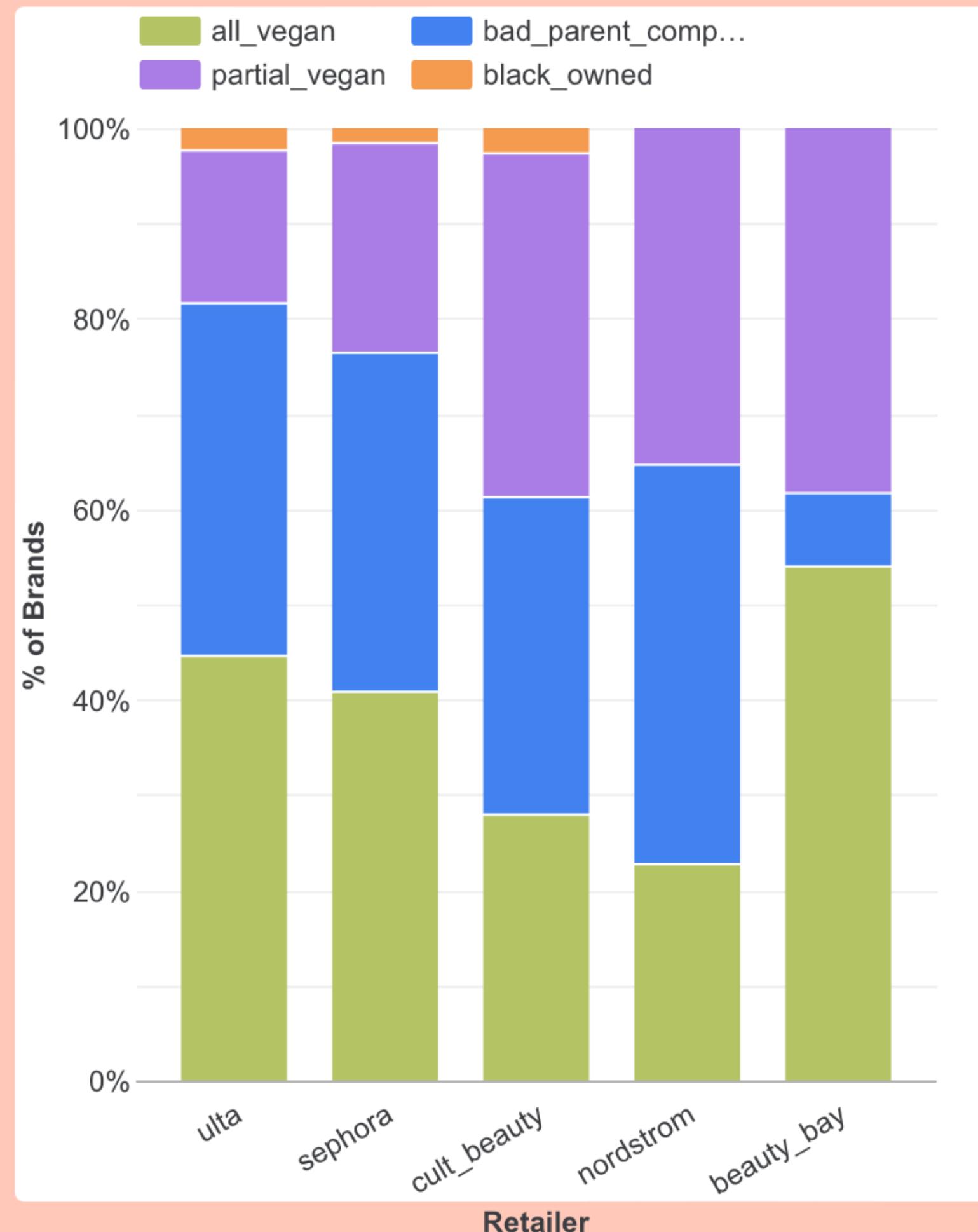
API Descriptive Analytics SQL Query

Business Question:

How does Ulta's vegan brand presence compare to competitors?

*Beauty Bay leads globally, but its market is UK-based.

Ethical Brand Mix by Retailer %

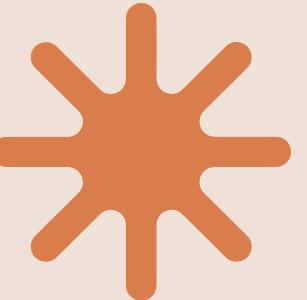


Ulta Leads Clean Beauty in U.S.

API Descriptive Analytics SQL Query

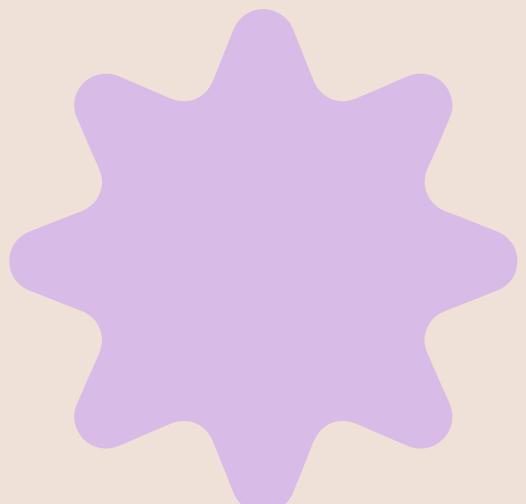
Insight:

Ulta carries the most all-vegan brands among U.S. competitors



Recommendation:

Expand all-vegan offerings not tied to controversial parent companies.



Prediction:

If Ulta promotes fully clean brands, it will grow loyalty among U.S. values-based shoppers.



Ethical, But Not Inclusive

API Diagnostic Analytics SQL Query



Number of Ethical Attributes	Brand Count
0	90
1	51

Business Question:

How ethically diverse are Ulta's current brands?

Insight:

Most Ulta brands meet 0–1 ethical criteria; none meet 2+.

Recommendation:

Prioritize brands with 2+ ethical traits to deepen diversity and alignment.

Prediction:

Expands brand trust and appeals to DEI-minded shoppers.

Guests Speak Louder Than Labels

Web-Scraped Data Source – Dermalogica Reviews on Ulta



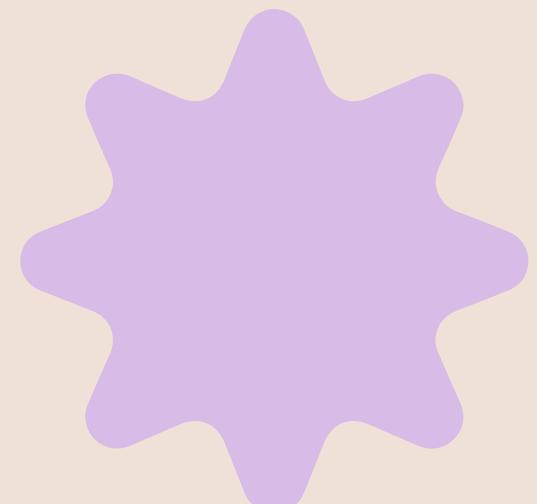
Source:

Ulta.com reviews for Dermalogica products

Data Collected: Review text, review title,
Verified buyer flag,
Upvotes / downvotes, Product name

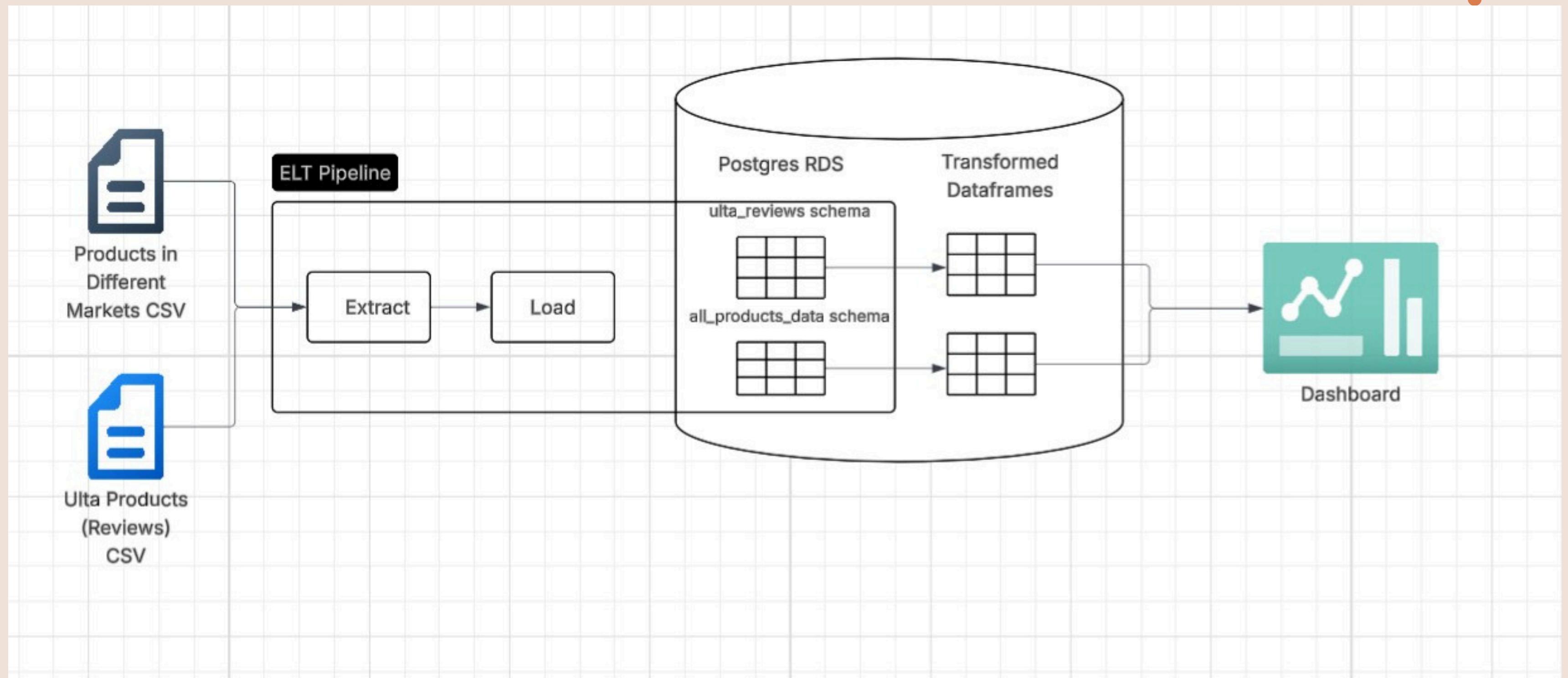
Job Relevance:

- Lets analysts assess product trust & loyalty
- Powers engagement strategies
using guest sentiment



Guests Speak Louder Than Labels

Web-Scraped Data Source – Dermalogica Reviews on Ulta



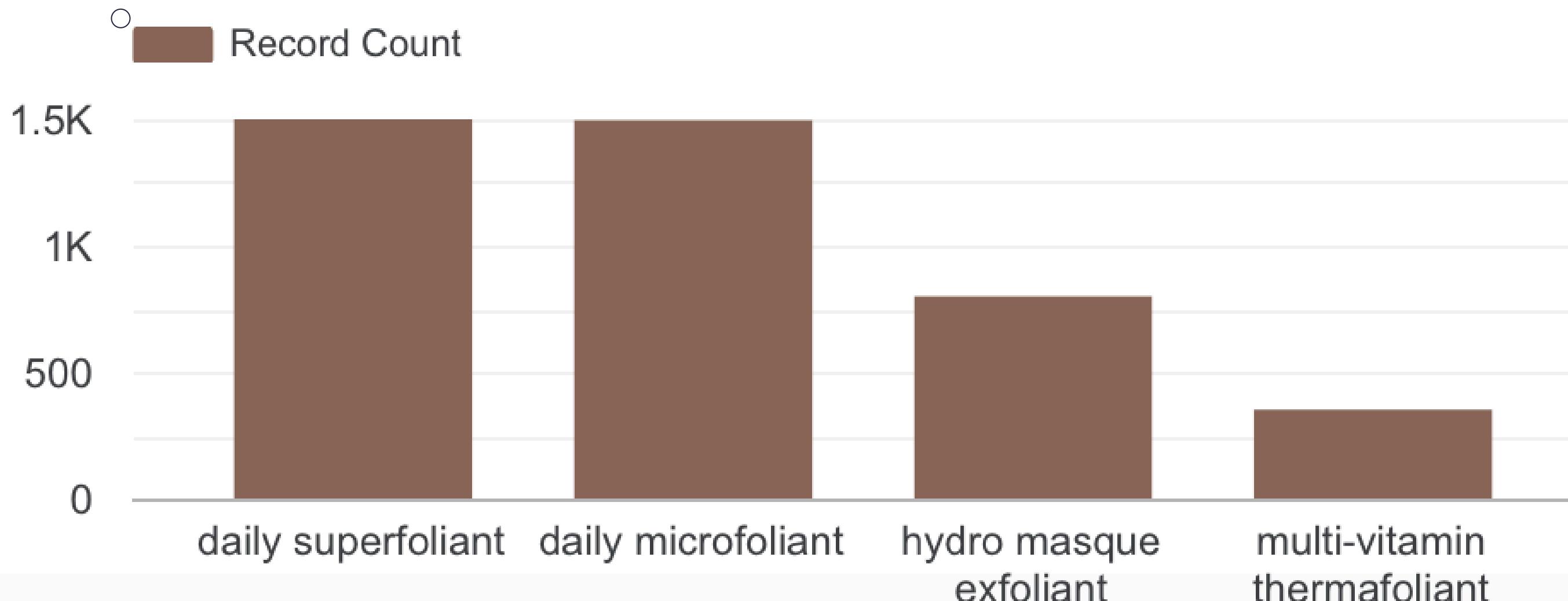
Dermalogica Still Dominates

Web-Scraped Descriptive SQL Query

Business Question: What drives review volume at Ulta?



Most Reviewed Dermalogica Products

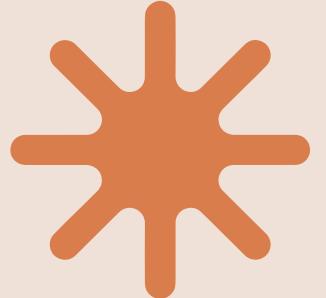


Dermalogica Still Dominates

Web-Scraped Descriptive SQL Query

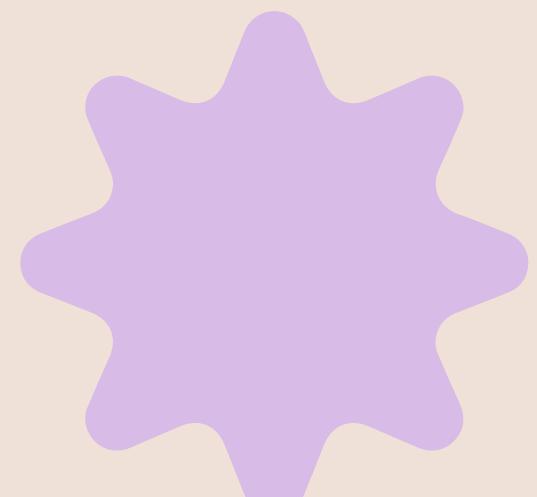
Insight:

Dermalogica is unethical, yet still most-reviewed products
& generates guest buzz online



Recommendation:

Survey Dermalogica reviewers on values
Incentivize reviews using Ulta Points
Apply feedback to clean beauty strategy



Prediction:

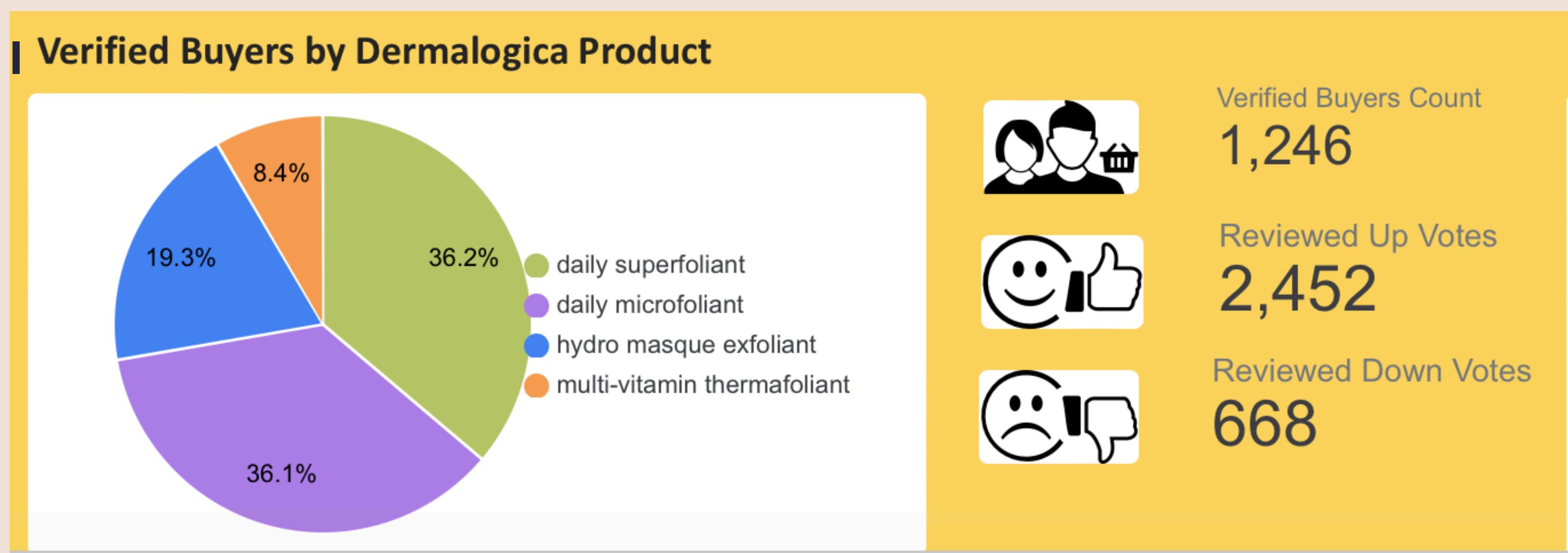
Uncovers what guests value more: ingredients or ethics.
Shapes product marketing and stocking decisions.

Verified = Trusted

Web-Scraped Diagnostic SQL Query

Business Question:

Who do guests trust most in reviews?

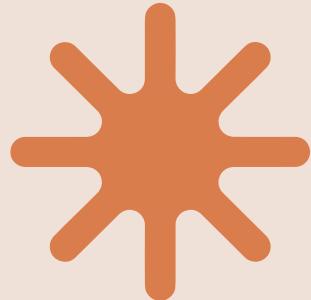


Verified = Trusted

Web-Scraped Diagnostic SQL Query

Insight:

Verified buyers earn more upvotes and engagement.

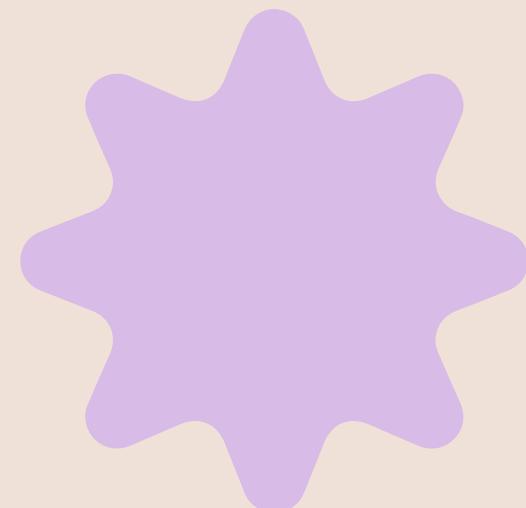


Recommendation:

Offer Ulta Points or samples for verified reviews.

Prediction:

Drives more reliable guest-generated content.





Trust Isn't Always Ethical

Summary:

- Ulta leads in clean brand mix but misses depth
- Dermalogica earns trust without ethical traits
- Guest behavior should shape product strategy



Why You Should Hire Me?

- Simulated Ulta's guest data workflow using SQL + Looker
- Linked brand ethics to verified buyer trust & engagement
- Delivered real product insights from reviews