

Beauty Glow Project - Executive Report

Project Overview

Project Name: Beauty Glow

Goal: Use sales data to identify key growth opportunities and optimize business performance.

Business Questions

Which product categories are most profitable?

What days or times drive the most sales?

Are Instagram promotions generating revenue increases?

Key Findings - Product Performance

Top Category: Skincare (\$65,333 revenue)

Top Product: Vitamin C Serum (845 units, \$9,960)

Least Performing Product: Brow Pencil (503 units, \$5,030)

Key Findings - Sales Timing

Best Sales Days:

Wednesdays: \$20,293

Saturdays: \$19,474

Lowest Skincare Sales: Thursdays (\$7,161)

Face Masks on Thursdays: 6 units, \$108 revenue

Key Findings - Sales Channel

In-store Revenue: \$58,479

Instagram Revenue: \$38,685

Without Promotions: \$64,241

With Promotions: \$32,923

Key Findings - Customer Behavior

Total Customers: 1,737

Top Spenders:

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Cust8697: \$216 (mostly skincare)

Cust6490: \$208 (skincare and makeup)

Cust2907: \$205 (mainly Wednesdays)

Recommendations

Focus on Skincare, especially Vitamin C Serum

Leverage Wednesdays and Saturdays with exclusive offers

Shift from broad to targeted promotions

Invest in Instagram content, influencers, and IG shopping

Bundle slow-moving products (e.g. Brow Pencil)

Launch VIP program for top customers

Next Steps

Implement targeted promotional campaigns

Build customer loyalty programs

Monitor and evaluate promo performance monthly

Scale Instagram marketing efforts