

My Dataset

I want to use the Sephora dataset on Kaggle. Here is the URL:

<https://www.kaggle.com/raghadalharbi/all-products-available-on-sephora-website>

My Business Issue

Reading through posts on beauty forums, I have seen a number of shoppers saying that they don't want to shop at Sephora due to the product selection. I want to analyze Sephora's product selection to see how it stacks up against common customer complaints so I could make recommendations on how to proceed to Sephora.