Jeh Beauty:

A DATA-DRIVEN APPROACH TO ENTERING THE U.S. Beauty Industry

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BACKGROUND: ENTERING THE BEAUTY MARKET IN THE UNITED STATES

Overview of the U.S. Beauty Industry

The U.S. beauty industry is characterized by dynamic consumer trends and a continuously growing market, with an estimated value exceeding $90 billion as of 2023. As a prospective entrant, Jeh Beauty aims to establish a niche by leveraging data-driven insights to tailor products that meet evolving consumer needs, focusing on sustainability and innovation.

Consumer Preferences and Trends

The beauty industry has seen a significant shift towards clean and personalized beauty products, especially in categories such as foundation, lipstick, blush, and nail polish. Consumers are increasingly demanding products that are cruelty-free, vegan, and free from harmful chemicals. The trend towards personalized beauty products is also prominent, with consumers seeking items that cater specifically to their individual skin types and color preferences. Social media and beauty influencers continue to play a pivotal role in shaping these trends, particularly in promoting makeup techniques and new color palettes that influence consumer buying behavior.

Market Size and Growth Potential

The U.S. beauty market, particularly in the segments of foundation, lipstick, blush, and nail polish, continues to grow robustly. As of 2023, the market was estimated to be worth around $93 billion and is expected to grow at a compound annual growth rate (CAGR) of approximately 4.75% over the next five years. This growth is driven by continuous innovation and an increase in consumer spending on beauty products as they seek to maintain and enhance their appearance for personal and professional reasons.

The Concept: "Jeh Beauty"

"Jeh Beauty" is positioned to capitalize on the current market trends by launching a line of beauty products that includes foundations, lipsticks, blushes, and nail polishes. The brand differentiates itself by focusing on sustainability and ethical production practices. Jeh Beauty's products will feature eco-friendly packaging, and formulations that are cruelty-free and devoid of harmful chemicals, meeting the market's demand for responsible and conscientious beauty solutions.

Cruelty-free products: Offering a complete line of cruelty-free beauty products. The commitment ensures that no animal testing is conducted or commissioned for any of its products or ingredients, aligning with the moral imperatives of its customer base who seek beauty with a conscience.

Eco-friendly packaging: The brand utilizes recyclable materials and reduces plastic usage to minimize its ecological footprint, thereby resonating with eco-conscious consumers and contributing to a healthier planet.

Vast range of product range to choose from: A wide selection of shades and formulas, Jeh Beauty will cater to a multitude of skin tones and personal preferences, ensuring that every customer finds their perfect match for foundations, lipsticks, blushes, and nail polishes.

Technology Integration: Implementing a robust digital ordering system that enhances customer convenience for both pick-up and delivery services.

Target Market

The primary target market for Jeh Beauty consists of young adults, particularly women aged 18 to 35, who are environmentally conscious and socially responsible. This demographic tends to be highly active on social media and is influenced by trends and recommendations from beauty influencers. They value product quality, ethical sourcing, and the environmental impact of their purchases. Additionally, there is a secondary market that includes eco-conscious men who are increasingly interested in personal grooming, representing a potential growth area for Jeh Beauty.

Competitive Analysis

The beauty industry features intense competition from established players like Dior, Clinique, Estée Lauder, L'Oréal, and newer brands that frequently enter the market. These companies often have broad product lines and significant marketing resources. However, Jeh Beauty can carve out a niche by focusing on its unique value proposition of sustainable and ethical beauty products. By targeting a specific segment of the market that prioritizes green products, Jeh Beauty can establish a loyal customer base that is less well-served by the major mainstream brands.

OBJECTIVE/GOALS OF THE PROJECT

Main Objective

The primary objective of this project is to establish "Jeh Beauty" as a profitable and distinctive player in the U.S. beauty market by leveraging competitive analysis, customer insights, and strategic location and pricing models.

The main objective of Jeh Beauty is to successfully launch and establish a sustainable and ethical beauty brand in the U.S. market, focusing on high-demand products such as lipstick, foundation, blush, and nail polish. Jeh Beauty aims to create a significant impact by offering products that align with the current consumer shift towards environmentally conscious and personalized beauty solutions.

Specific Goals Competitive Observation and Analysis

Goal: To systematically analyze direct and indirect competitors to understand their success factors, pricing strategies, customer loyalty drivers, and areas of dissatisfaction.

Objective: Identify at least three competitive advantages "Jeh Beauty" can exploit, such as superior ingredient quality, innovative product range and customize offerings, or a more effective digital customer engagement strategy.

Development of Unique Combination of Beauty Product Offerings

Goal: To create a product range and price point that distinguishes "Jeh Beauty" from competitors by focusing on Diversity, unique blend of products, harmless chemicals options, and customization capabilities.

Objective: Develop a list of 10 signature products of each category of foundations, lipsticks, blushes, and nail polishes range that incorporate local tastes and preferences, health-conscious options, and trending ingredients by the end of Q3 2024.

Optimization of Pricing Strategy

Goal: To establish a pricing model that maximizes profitability while remaining competitive and accessible to the target demographic.

Objective: Conduct a price sensitivity analysis to determine optimal pricing tiers for various product options, factoring in cost, perceived value, and competitor pricing by Q4 2024.

Selection of Strategic Marketplace

Goal: Identify key retail and online distribution channels that align with Jeh Beauty's target market. Focus on locations and platforms where eco-conscious and younger consumers are most likely to shop, enhancing the brand's visibility and accessibility.

Objective: The aim is to enhance the brand's visibility and make its products readily accessible to consumers who prioritize sustainability and ethical shopping practices.

Understanding Market Demand and Customer Preferences

Goal: Leverage market research to gain deep insights into consumer behavior, preferences, and emerging trends. Regularly update the product offerings based on consumer feedback and market analysis to stay relevant and competitive.

Objective: Deploy a market survey targeting the primary demographic to gather data on customer preferences and expectations, achieving a minimum of 500 responses by Q1 2025.

Product Options and Customization

Goal: To offer a product range that adapts to varying customer needs and desires, from classic selections to innovative, personalized make up products.

Offer customization options where feasible, such as customizable palettes or packaging, to cater to the growing demand for personalized beauty products. This approach not only enhances customer satisfaction but also strengthens brand loyalty.

Objective: Develop and implement a multi-channel marketing strategy that includes digital marketing, influencer partnerships, and traditional advertising. Focus on creating content that resonates with the target audience's values, such as sustainability and inclusivity, and leverage social media platforms to engage with consumers directly.

DATA EXTRACTION/COLLECTION/SCRAPING

For "Jeh Beauty," data-driven decision-making is pivotal. To this end, the project utilizes a multipronged approach to data collection encompassing existing datasets, web scraping, and trend analysis.

Existing Data Utilization

Makeup-api.herokuapp.com Dataset: An existing dataset from **makeup-api.herokuapp.com** has been used, which offers comprehensive information on beauty products, including companies of beauty product, product ingredients specifics, pricing, and sales data. This dataset's attributes, such as product offerings and pricing structures, provide insight into current market standards and profitability models.

Attributes: Key attributes from the dataset include:

- Business information (name, categories, primary categories, year of data collection)
- Financial metrics (price range, selling price, making cost, profit)
- Temporal data (year, month, day)

Success indicators for business operations

This dataset forms the backbone of our market analysis, enabling a detailed understanding of competitive positioning and financial benchmarks.

Web Scraping

Makeup-api.herokuapp.com Review Analysis: Utilizing Python-based web scraping, customer reviews have been extracted from makeup-api.herokuapp.com. This allows for a rich sentiment analysis to understand public perception and customer satisfaction levels, which are critical for identifying areas of improvement and potential market gaps.

Authentication and Authorization:

Accessing the data through the API required authentication, which was managed by obtaining an API token. This token was secured by registering on the NYC Open Data portal and requesting access to this specific dataset. The use of an API token helps regulate access, preventing unauthorized data retrieval and ensuring that all data requests are properly tracked and managed in accordance with the portal's usage policies.

Data Processing

Data Source and Loading: The dataset for this analysis was sourced from a CSV file which has been downloaded after web scraping, containing information on foundation products, lipstick products, blush products and nail polishes. This data includes various attributes such as brand, price, product type, and associated tags. Initially, the dataset was loaded into a Python environment using the Pandas library to facilitate easy handling and manipulation.

Data Integrity and Cleanliness: Upon loading the data, it was observed that the dataset was already well-structured and clean, requiring no further cleaning steps such as handling missing values, removing duplicates, or correcting erroneous entries. This high level of data cleanliness significantly streamlined the analytical process, allowing for an immediate transition to the exploratory data analysis phase.

Assessment of Data Quality: The dataset was thoroughly examined for common data quality issues. Key observations included:
- Completeness: All expected columns were present, and no missing values were detected in critical fields such as brand, price, and product type.
- Consistency: Data entries were consistent across the dataset, with categorical fields like product type showing uniformity in categorization and labeling.
- Accuracy and Validity: The data values were logical and well within expected ranges, suggesting high accuracy and validity of the dataset as provided.

Data Structure: The dataset comprised columns for brand names, prices, product types, and a list of tags associated with each product. Each record in the dataset corresponds to an individual product, described by these attributes. The data types of the columns were appropriate for the kind of analysis conducted, with numeric types for prices and string types for categorical data.

Initial Data Exploration: Initial exploration involved generating summary statistics and visual inspections of the data to understand the distribution of key variables such as price and the prevalence of various brands. This step confirmed the data's readiness for deeper analytical tasks.

Conclusion of Data Processing: Due to the clean and well-maintained state of the dataset, no additional data processing was required beyond the initial load. This scenario highlights the importance of maintaining data quality at the source level, facilitating more efficient and effective analytics.

DATA EXPLORATION/VISUALIZATION

Prior to diving into the heart of data exploration, it was essential to ensure that "Jeh Beauty" dataset was clean and reliable. The initial phase of data preparation involved several key steps:

Data Manipulation

Data Standardization: Inconsistencies in the 'name' field were resolved, thereby streamlining the data, and ensuring uniformity across similar entries.

Pattern Identification: Utilizing regular expressions, a methodical approach was applied to extract unique names from product descriptions. This will be instrumental in understanding menu diversity and customer preferences.

Data Exploration

With a cleansed dataset, the exploration phase commenced. The following steps outline the journey of discovery undertaken with "Jeh Beauty" dataset:

Outlier Analysis: Outliers were identified using statistical techniques. Decisions on whether to exclude or investigate these data points were made based on their potential impact on the overall analysis.

Correlation Assessment: A preliminary correlation matrix was developed to uncover any direct relationships between variables such as product pricing, and sales volume.

Product Popularity: Bar charts were developed to display the popularity of different makeup products, offering a visual representation of consumer tastes and potential market opportunities.

Nail Polish

Brand Comparison

Let's visualize the frequency of each brand in the dataset to see which ones are more prevalent. The bar plot below shows the popularity of different brands in the dataset based on the number of products listed for each brand. To identify optimal product for the expansion of "Jeh Beauty" we investigated the performance of beauty businesses across various popular companies. This involved analyzing the number of products offered as a proxy for market activity and competition levels.
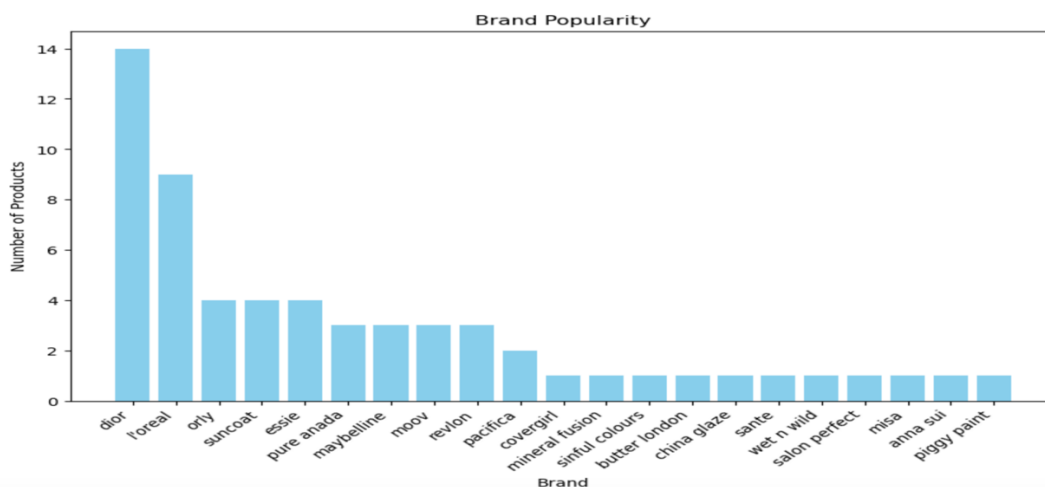
Findings

- **High Competition Companies:** Dior, L'Oréal and Orly show high competition with diverse offerings.
- **Emerging Markets:** Companies with fewer products may represent growth opportunities.

Implications for "Jeh Beauty"

- **Competition and Positioning:** The presence of several brands with a considerable number of products points to a competitive marketplace. Jeh Beauty will need to strategically position its products to stand out.
- **Opportunity for Niche Marketing:** The lesser number of products from brands like Pacifica and Mineral Fusion may indicate a niche market segment that Jeh Beauty could target,

especially if these brands align with Jeh Beauty's values of sustainability and ethical production.

Price Comparison Within Product Type

"Jeh Beauty" aims to understand the pricing concentration of Nail Polish among Companies to identify market saturation and potential pricing for Jeh Beauty nail polishes. We'll create a histogram to observe the distribution of prices for nail polish. The histogram above illustrates the price distribution of nail polish within the dataset. It seems that most of the products are clustered around a specific price range.

Price Distribution for Nail Polish
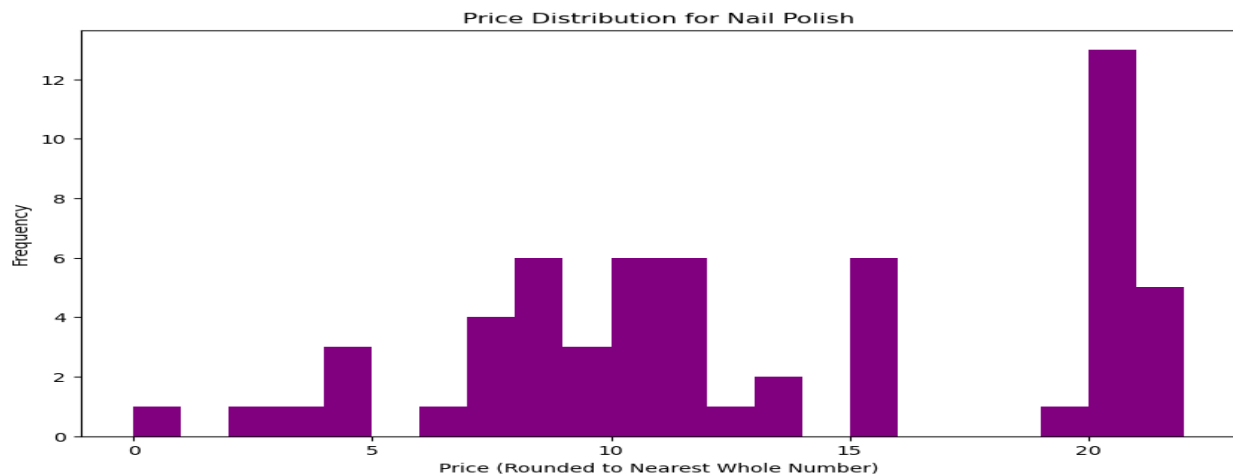
Findings

- **Price Clustering:** There is a noticeable clustering of nail polish prices around two main price points: one cluster above $20 and another significant cluster between $8 to $15, indicating common price ranges in the market.
- **Competition at Peak Price Points:** The highest frequency bars, especially at the price points above $20, may signal a saturated segment where Jeh Beauty will face intense competition.

Implications for "Jeh Beauty"

- **Strategic Pricing:** Jeh Beauty should consider setting its nail polish prices within the $8 to $15 range to align with a prevalent market segment while evaluating the competition at the higher price point above $20 for premium positioning.
- **Market Differentiation**: Given the competitive landscape, Jeh Beauty could differentiate its products by focusing on unique selling propositions such as sustainable practices and quality ingredients to justify pricing within or above the common ranges.

Extract and Visualize Commonly Used Tags

The bar plot below displays the frequency of each tag used in the dataset based on ingredients used, showing which tags are most associated with the products. This visualization helps to understand

the characteristics or attributes frequently highlighted in the product descriptions, which can be beneficial for marketing or inventory selection.
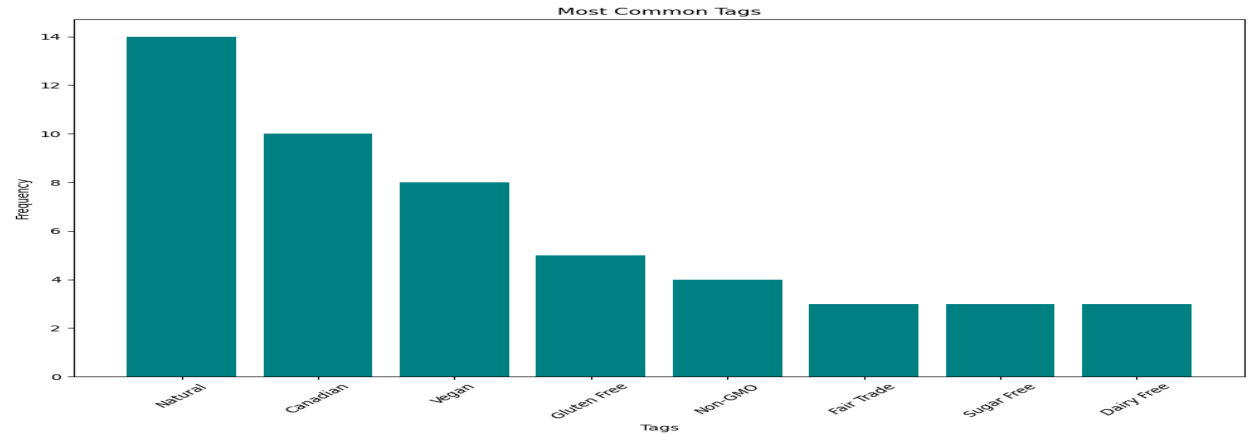
Findings

- **Consumer Preferences:** Tags like "Natural," "Canadian," and "Vegan" are among the top picks, indicating these are popular and sought-after features in nail polish products.

- **Market Gaps:** The relative rarity of tags such as "Sugar Free" and "Dairy Free" suggests these are niche markets that may represent untapped opportunities.

Strategic Implications for "Jeh beauty"

- **Product Differentiation:** Jeh Beauty could focus on producing nail polishes that are branded as "Natural," "Canadian," and "Vegan," in line with market trends and consumer preferences to secure a share in popular segments.

- **Niche Marketing Strategy:** Considering the unique selections, Jeh Beauty has the potential to target niche markets with specialty products like "Sugar Free" and "Dairy Free" nail polishes to attract customers looking for these specific attributes.

Foundation

Brand Comparison

Below is a bar chart showing the number of products per brand to highlight the most popular brands. The bar chart below shows the top 10 brands by the number of products listed in the dataset. Clinique and NYX are the most prominent, followed by Maybelline and Covergirl.

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Top 10 Brands by Number of Products
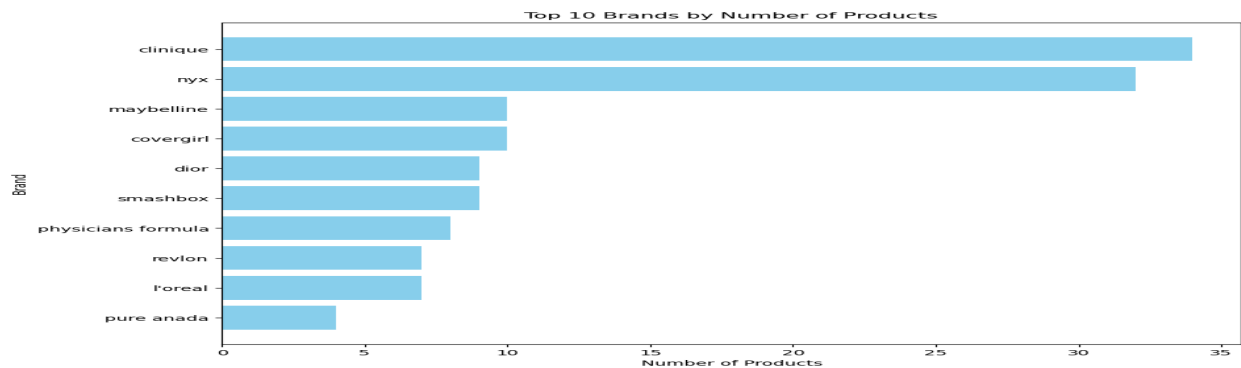
Findings

- **Market Leadership:** Clinique and NYX lead the market with the most extensive range of foundation products, indicating a strong brand presence and potential consumer trust.

- **Varied Consumer Options**: There is a wide array of brands like Maybelline and Covergirl offering a substantial number of products, suggesting a market that caters to a diverse consumer base.

Strategy for "Jeh Beauty"

- **Brand Positioning:** Jeh Beauty should consider how it positions its foundation products in a market where brands like Clinique and NYX have established a premium presence.

- **Price and Product Strategy**: Developing a range of foundations that balances premium and economical choices can cater to varied consumer preferences and compete with both high-end and value-oriented brands.

Product wise Pricing Analysis for Foundation

Since all products in the dataset fall under the "foundation" category, the price comparison by product type would just show a single value. We'll move directly to visualizing the price comparison across different product categories. The bar chart below displays the average price for each product category. BB/CC creams are the most expensive, followed closely by contour and highlighter products. The least expensive categories include concealer and various types of foundations like cream and powder.

Average Price by Product Category
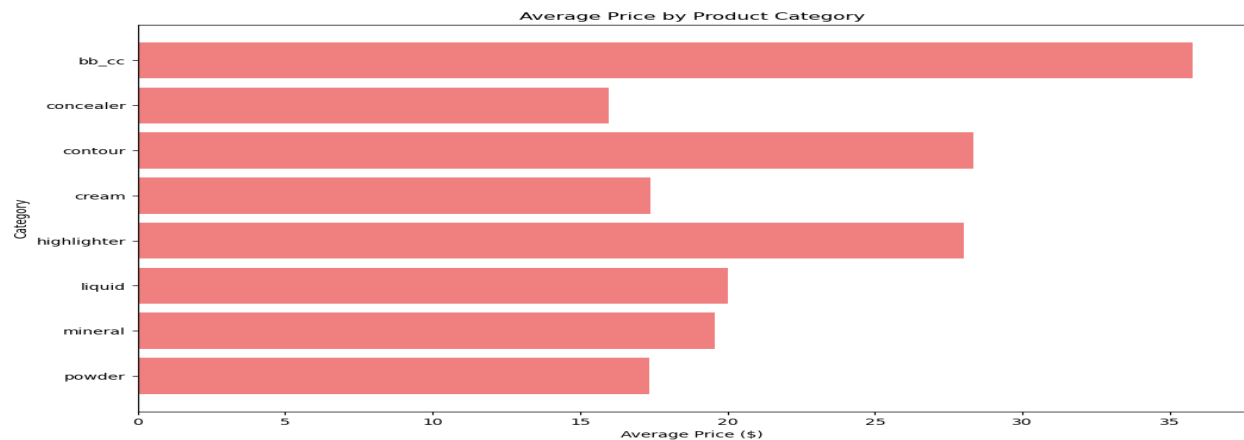
Findings

- **Price Variation:** BB/CC creams and contour products are priced higher, indicating they may contain premium ingredients or offer additional benefits compared to other foundation categories.

- **Affordability:** Concealer, cream, and powder foundations are among the least expensive, suggesting these products are positioned as more accessible options within the foundation market.

Strategy for "Jeh Beauty"

- Product Differentiation: Jeh Beauty should consider introducing products in both high-end segments like BB/CC creams and more economical segments like powders to cater to a broad customer base.

- Strategic Pricing: The pricing strategy for Jeh Beauty's foundation line could leverage the higher perceived value of BB/CC creams and contour products to enhance profitability, while maintaining competitive pricing in more saturated, lower-cost categories.

Extract and Visualize Commonly Used Tags

let's visualize the frequency of the most used tags with another bar chart. The bar chart above illustrates the top 10 most used tags for the products in the dataset. "Gluten Free" is the most frequently occurring tag, indicating a strong market preference or regulatory requirement for gluten-free products in this category. Other popular tags include "Natural" and "Vegan". These visualizations should give you a clear overview of the brand popularity, price distribution by category, and prevalent
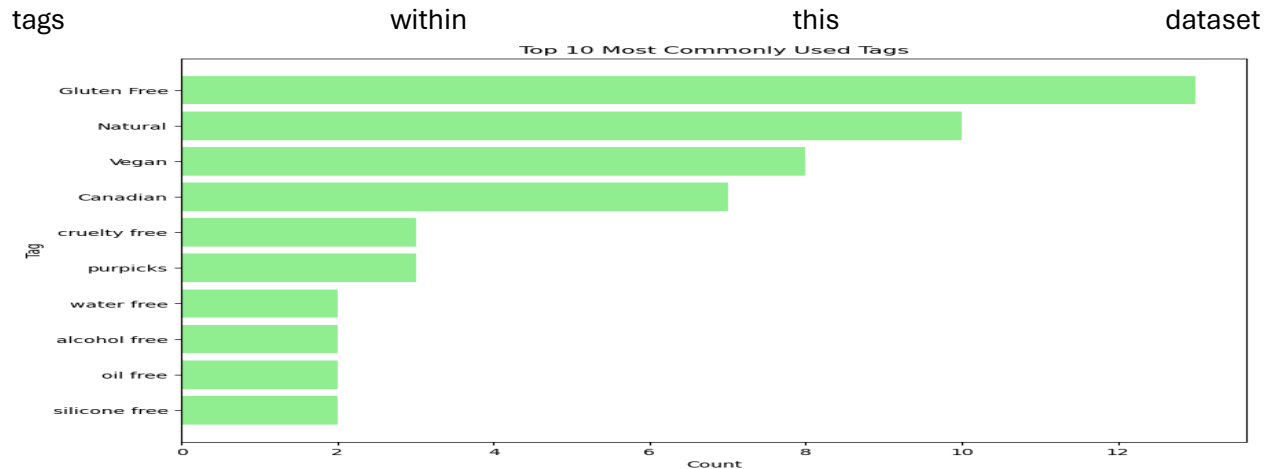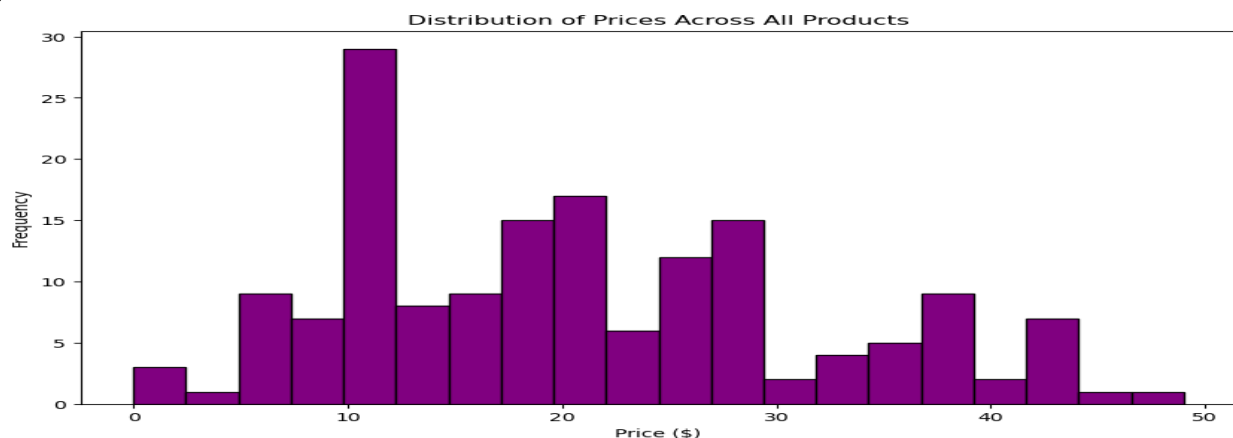
Findings

- **Market Preferences:** The "Gluten Free" tag is the most prevalent, suggesting either a strong consumer preference or a regulatory emphasis on gluten-free foundation products.

- **Consumer Consciousness:** Tags like "Natural" and "Vegan" also feature prominently, indicating consumer interest in products that are perceived as healthier and ethically produced.

Strategic Implications for "Jeh Beauty"

- **Market Positioning for Jeh Beauty:** There is an opportunity for Jeh Beauty to focus on these key attributes—gluten-free, natural, and vegan—in their foundation products to meet the clear demand for clean and ethically made cosmetics.

- **Differentiation Strategy:** Offering products with these popular tags could help Jeh Beauty differentiate itself in the crowded beauty market and align with the values of a growing consumer base that prioritizes these aspects in their purchasing decisions.

Price Distribution

The histogram above shows the distribution of prices across all products. Most of the products are priced below $30.

Findings

- **Affordable Price Points:** The majority of foundations are priced below $30, indicating a market that is sensitive to price and caters to a broad customer base looking for affordable options.
- **Premium Segment:** There is also a smaller presence of products in higher price ranges, suggesting a segment of the market that caters to premium foundation offerings.

Implications for "Jeh Beauty"

- **Market Entry Pricing for Jeh Beauty:** Considering the concentration of foundation prices below $30, Jeh Beauty should consider an entry pricing strategy that appeals to the mass market while also offering select premium products.
- **Strategic Product Placement:** Jeh Beauty could benefit from strategically placing products in both affordable and premium segments to capture a wider range of customers within the foundation market.

Lipstick

Brand Comparison

The bar chart below shows the top 10 lipstick brands by the number of products listed. This visualization helps identify which brands are more popular in terms of product offerings in the dataset.
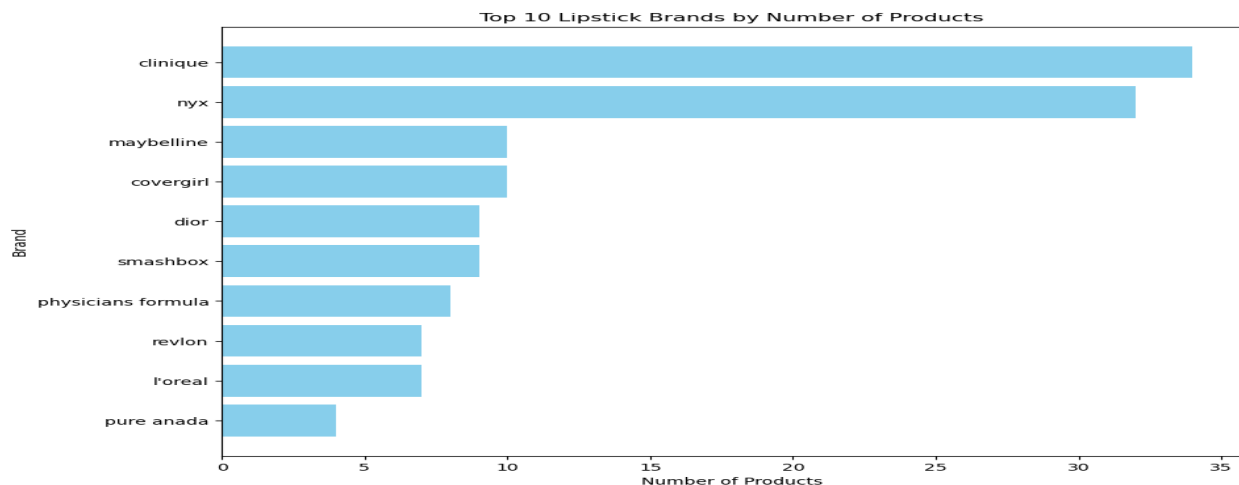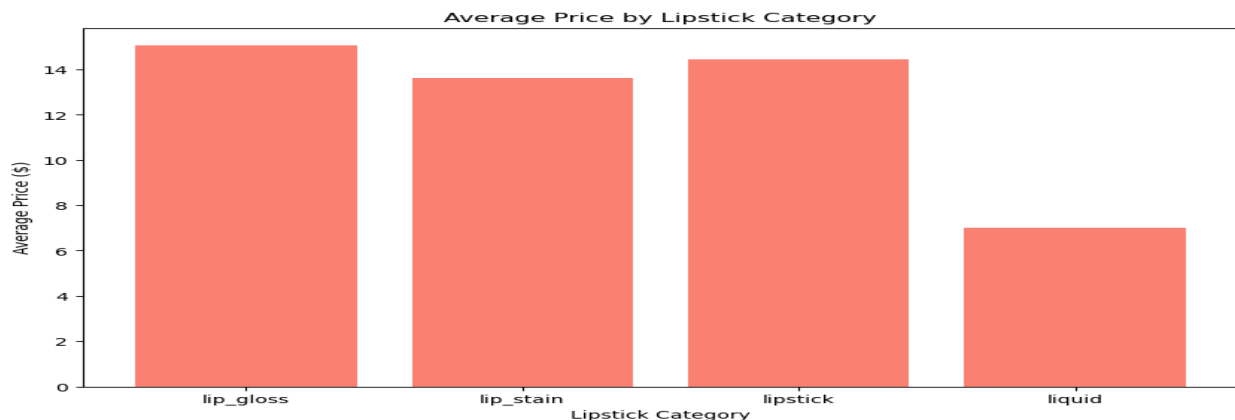

Findings

- **Brand Dominance**: Clinique and NYX lead in the number of lipstick products available, indicating a strong market presence and potentially high consumer trust.
- **Wide Selection:** Brands like Maybelline, Covergirl, and Dior also offer a substantial range of lipstick products, catering to diverse consumer preferences.

Implications for "Jeh Beauty"

- **Market Entry Strategy**: To compete effectively, Jeh Beauty should consider launching a comprehensive range of lipstick products that can meet various consumer needs, from basic to premium offerings.

- **Brand Positioning:** Jeh Beauty could benefit from identifying niche gaps left by these top brands, such as unique formulations or sustainable practices, to differentiate itself in the crowded lipstick market.

Price Comparison on product category

The bar chart below compares the average prices across different lipstick categories, such as lipsticks and lip glosses. This visualization helps to understand pricing strategies within these categories.

Average Price by Lipstick Category

Findings

- **Price Variability:** Lip glosses generally have the highest average price, followed closely by lipsticks and lip stains, while liquid lipsticks are priced considerably lower.
- **Market Segmentation:** The price structure reflects distinct market segmentation within lipstick categories, with lip gloss and traditional lipsticks positioned in a higher price bracket, suggesting premium positioning.

Implications for "Jeh Beauty"

- **Pricing Strategy:** Consider a pricing strategy that addresses the diverse expectations within the lipstick category. For premium categories like lip gloss and traditional lipstick, pricing can be set to match the upper range to reflect quality and brand value.
- **Market Entry:** Given the lower average price of liquid lipsticks, Jeh Beauty might find an opportunity to penetrate the market with competitively priced offerings in this category, which could appeal to budget-conscious consumers.

Tag List Scraping

The bar chart illustrates the top 10 most used tags for lipstick products in the dataset. This analysis provides insights into the features or attributes most frequently highlighted by brands, such as "cruelty-free," "vegan," or "organic."

Top 10 Most Commonly Used Tags in Lipstick Products
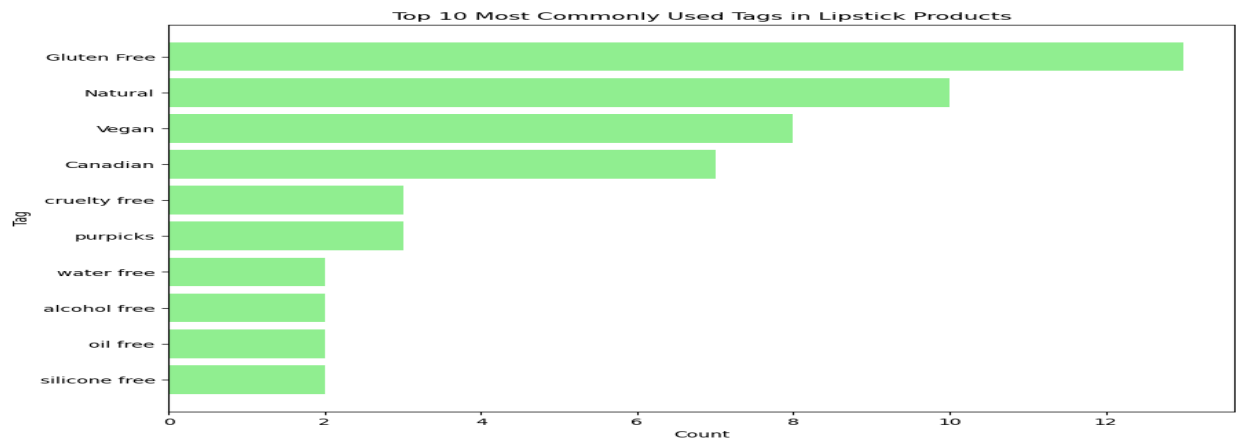
Findings

- **Health and Ethics Focus:** Tags such as "Gluten Free," "Natural," and "Vegan" dominate, indicating a significant consumer interest in lipsticks that are perceived as healthier and ethically produced.
- **Environmental and Wellness Concerns**: The presence of tags like "Cruelty-free" and "Organic" suggests that consumers are increasingly concerned about animal welfare and the environmental impact of the products they purchase.

Strategic Implications for "Jeh Beauty"

- **Product Development:** Consider these preferences in their product development strategy by focusing on lipsticks that meet these ethical, health, and environmental standards.
- **Marketing Strategy:** Highlighting these attributes in marketing campaigns could effectively attract and retain customers who prioritize these values in their purchasing decisions.

Price Listing

The histogram shows the distribution of prices for lipstick products. Most products are concentrated at tower price points, indicating a market tendency towards more affordable lipstick.

Distribution of Prices Across Lipstick Products
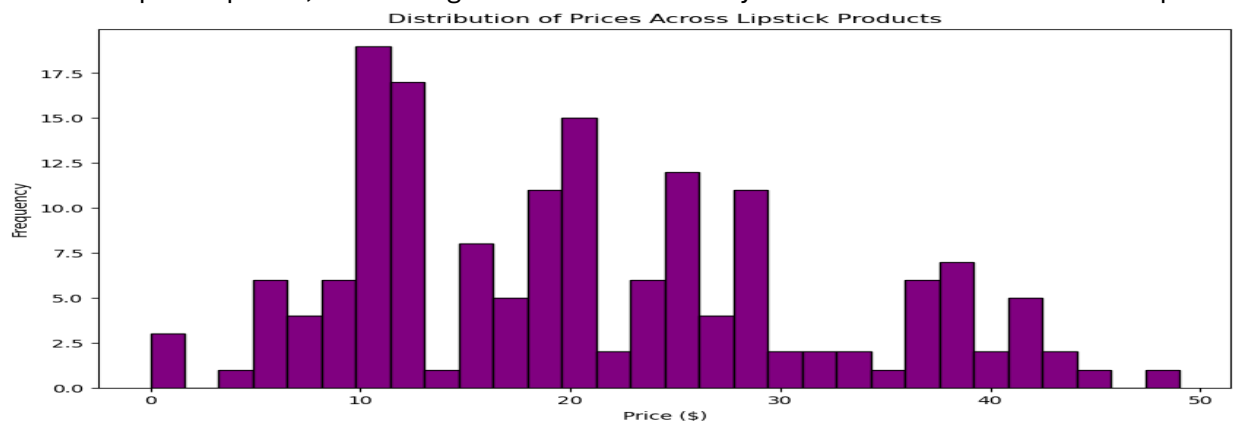
Findings

- **Affordability Trend**: A significant concentration of lipstick prices is below $20, with peaks around $10 and $15, indicating a strong market preference for affordable options.

- **Premium Market:** There are noticeable peaks in higher price brackets as well, particularly around the $25 and $30 marks, suggesting the presence of a premium segment within the lipstick market.

Implications for "Jeh Beauty"

- **Market Segmentation Strategy**: Consider offering products across a variety of price points to cater to both budget-conscious buyers and those seeking high-end luxury lipsticks.
- **Pricing and Product Development:** The pricing strategy for Jeh Beauty should leverage these insights to optimize the balance between affordability and premium offerings, ensuring competitive pricing that aligns with consumer expectations and market trends.

Blush

Brand Comparison

The bar chart above displays the top 10 blush brands by the number of products listed, highlighting the most popular brands in terms of product offerings

Top 10 Blush Brands by Number of Products
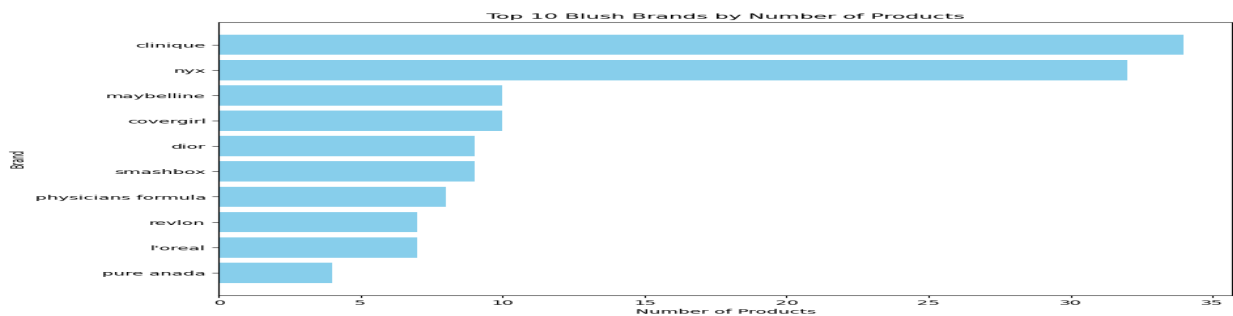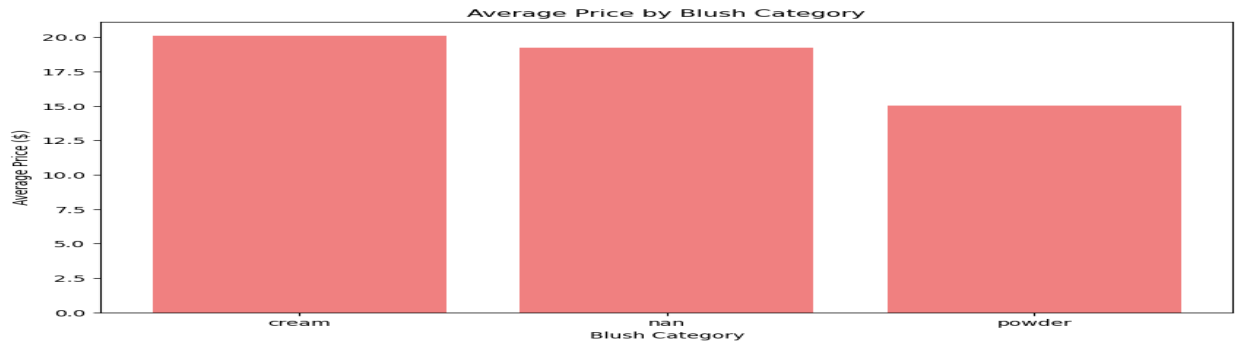
Findings

- **Market Leaders:** Clinique and NYX offer the most extensive range of blush products, indicating their dominant position in the blush category.
- **Brand Variety:** There is a healthy variety among the top 10 brands, including Maybelline and Covergirl, suggesting that consumers have a wide range of choices in blush products.

Strategy for "Jeh Beauty"

- **Strategic Entry:** To effectively enter the blush market, Jeh Beauty should consider a product line that is diverse enough to compete with the offerings of market leaders while also capitalizing on any potential gaps in the offerings of other brands.

- **Product Range Differentiation:** Given the strong presence of established brands, Jeh Beauty should differentiate its blush products through unique features or formulations.

Price Comparison on product category

The bar chart compares the average prices across different blush categories, such as powder and cream blushes. This visualization provides insights into the pricing distribution within these categories.

Average Price by Blush Category

Findings

- **Price Fluctuations:** Cream blushes have the highest average price, indicating a premium.
- **Product range:** Powder blushes are more affordable, suggesting wider accessibility.

Implications for "Jeh Beauty"

- **Market Placement:** Could target mid-range pricing to capture a broad market.
- **Variety:** Offering both cream and powder types caters to varying consumer spending habits.

Tag List Scraping

The bar chart illustrates the top 10 most used tags for blush products in the dataset. This analysis helps identify the features or claims that are frequently emphasized by brands, such as "Vegan," "Gluten Free," or "Organic."

Top 10 Most Commonly Used Tags in Blush Products
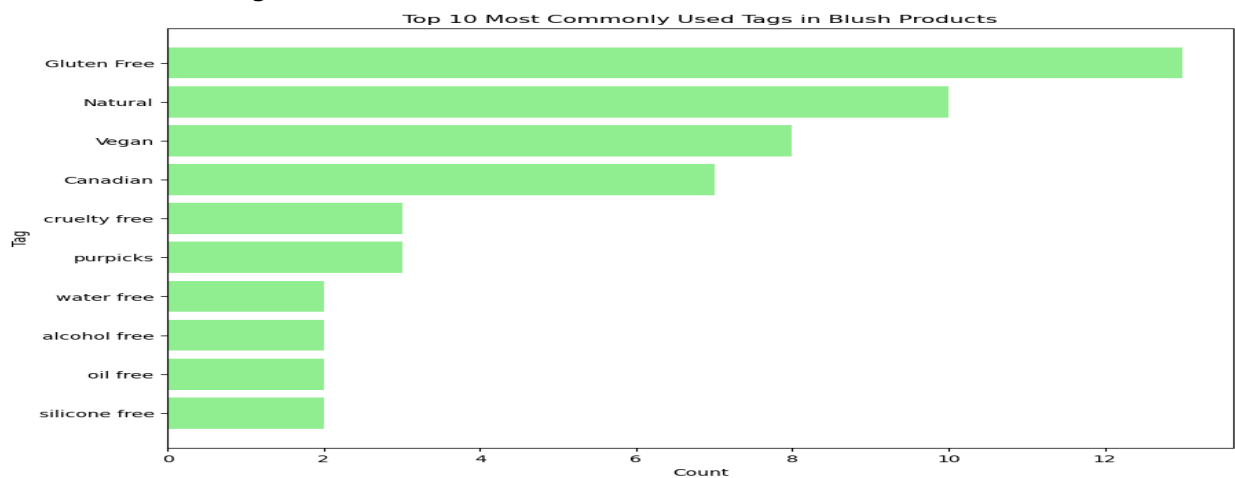
Findings

- **Top Picks:** Gluten Free, Natural and Vegan blush are the favorites, indicating a high consumer demand for health-conscious beauty products.
- **Unique Selections:** alcohol free, oil free and silicone free foundation are less common, offering niche appeal.
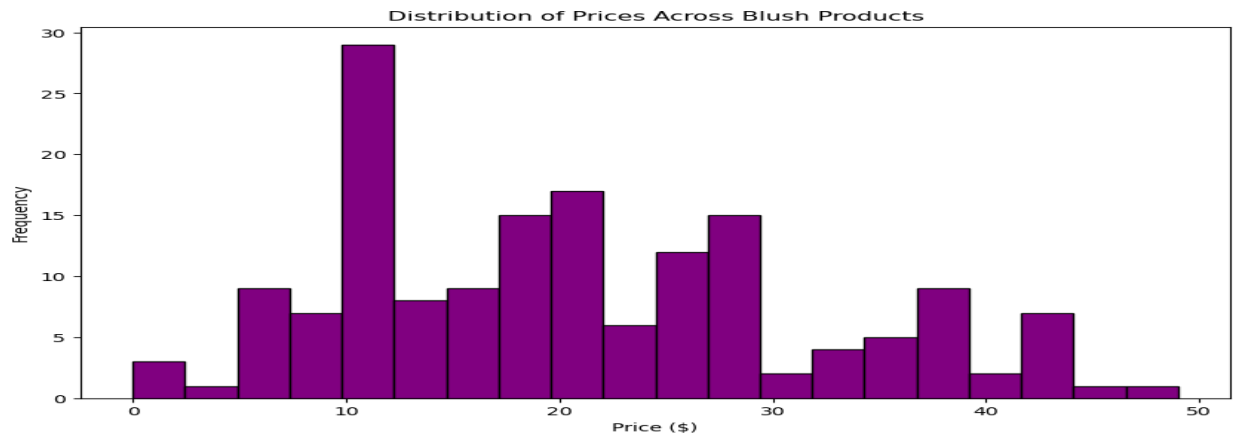
Strategic Implications for "Jeh Beauty"

- **Essentials:** Include all the verities of foundation also Gluten Free, Natural and Vegan should be added satisfy popular demand.

- **Distinctive Menu:** Explore unique foundation to differentiate and attract those seeking novelty.

Price Listing

The histogram shows the distribution of prices for blush products, with a concentration of products at lower price points and a few outliers at higher prices. This indicates a variety of price options available, catering to different customer segments.

Findings

- **Hotspots:** High concentrations of price range among above $10 to $21.
  Saturation Indicators: Highest bar may indicate product's price with high competition.

Strategic Implications for "Jeh Beauty"

- **Value Sales:** Target the prevalent sub-$20 segment for volume sales.
- **High-end Market:** There's also potential for Jeh Beauty to offer premium blushes catering to the high-end market.

CONCLUSIONS AND RECOMMENDATIONS FOR "JEH BEAUTY"

"Jeh Beauty" has conducted an extensive data-driven analysis to underpin its strategic decisions in entering and succeeding in the competitive beauty business landscape. Key takeaways from the analysis include:

- **Market Positioning:** Jeh Beauty has a significant opportunity to position itself as an ethical and sustainable brand. This aligns with current consumer preferences for cruelty-free, vegan, and chemical-free beauty products.

- **Consumer Behavior:** The data indicates a trend towards natural and personalized beauty solutions, which Jeh Beauty can capitalize on by offering a range of products tailored to individual needs.

- **Pricing Strategy:** The analysis suggests that there's a range of pricing strategies in the market. Jeh Beauty can benefit from setting competitive prices that reflect both quality and ethical production.

- **Brand Differentiation:** With brands like Clinique and NYX leading with more premium pricing, Jeh Beauty can distinguish itself by offering comparable quality at accessible price points.

- **Product Demand:** Tags such as "Gluten Free," "Natural," and "Vegan" are highly prevalent, indicating a demand for products that are perceived as healthier and environmentally friendly.

Recommendations

Based on these findings, the following strategic recommendations are made for "Jeh Beauty":

- **Product Innovation:** Jeh Beauty should consider developing products with the most commonly used tags to align with market trends. Introducing a line of customizable beauty products can cater to the personalization trend.
- **Marketing Focus:** Jeh Beauty's marketing should emphasize its commitment to sustainability, ethical practices, and clean ingredients. Collaborate with influencers who resonate with Jeh Beauty's values to increase brand visibility and credibility.
- **Digital Engagement:** Invest in a strong online presence and e-commerce platform to reach the tech-savvy demographic. Use social media analytics to continually assess consumer interests and preferences.
- **Pricing Model:** Develop a tiered pricing model to cater to different segments within the target market. Regularly analyze competitor pricing to ensure Jeh Beauty remains competitive.
- **Sustainability:** Promote Jeh Beauty's use of eco-friendly packaging and sustainable sourcing as key selling points. Explore partnerships with environmental organizations to reinforce the brand's eco-conscious image.
- **Expansion Strategy:** Initially focus on online distribution with strategic placement in brick-and-mortar stores where the target demographic shops. Later, consider expanding the physical presence in key locations based on consumer data.
- **Customer Insights:** Implement feedback mechanisms to gather consumer insights and adapt products to meet changing needs. Use data analytics to track consumer behavior and preferences for ongoing product development.

By integrating these strategies, Jeh Beauty is poised to enter the U.S. beauty industry as a strong contender that stands out for its ethical values, commitment to sustainability, and understanding of contemporary consumer preferences.

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Makeup-api.herokuapp.com Dataset: http://makeup-api.herokuapp.com/