Maybelline at Shopee Sales

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Importing python package

```
In [1]:  import requests
         import csv
```

Request from maybelline official store

```
url='https://shopee.co.id/api/v4/search/search_items'
par={
    'by': 'sales',
    'entry_point': 'ShopBySearch',
    'limit': 30,
    'match_id': 62582411,
    'newest': 0,
    'order': 'desc',
    'page_type': 'shop',
    'scenario':'PAGE_OTHERS',
    'version': 2}

r= requests.get(url,params=par).json()
```
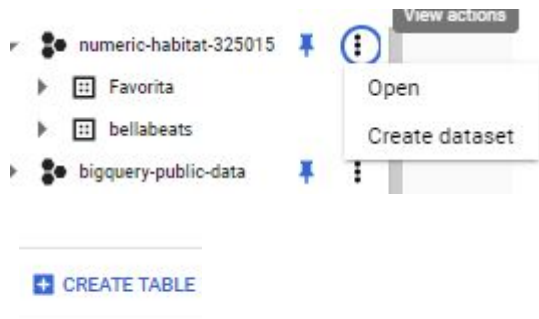
Extract the information we need

```python
for x in range(30):
    p       = r['items'][x]['item_basic']
    nama    = p['name']
    harga   = p['price']
    terjual=p['sold']
    liked=p['liked_count']
    print("nama:",nama,"harga:",harga,"terjual:",terjual,"Likes:",liked)
```

Write csv file

```python
header=['Nama Produk','Harga Produk','Jumlah Terjual','Total Liked']
write = csv.writer(open(address,'w',newline=''))
write.writerow(header)
```

```python
    data=[nama,harga,terjual,liked]
    write = csv.writer(open(address,'a',newline=''))
    write.writerow(data)
```

numeric-habitat-325015

Favorita

bellabeats

bigquery-public-data

View actions

Open

Create dataset

CREATE TABLE

Create product category and adding another relevant variable

```
SELECT
Nama_Produk,
Harga_Produk/100000 AS Harga,
Jumlah_Terjual,
Jumlah_Terjual * (Harga_Produk/100000) AS Omset,
Total_Liked,
CASE
WHEN Nama_Produk LIKE '%+%'OR Nama_Produk LIKE '%Set%' OR Nama_Produk LIKE '%Bundle%'THEN 'Bundle'
WHEN Nama_Produk LIKE '%Foundation%' THEN 'Foundation'
WHEN Nama_Produk LIKE '%Mascara%' THEN 'Mascara'
WHEN Nama_Produk LIKE '%Primer%' THEN 'Primer'
WHEN Nama_Produk LIKE '%Lipstick%' THEN 'Lip Product'
WHEN Nama_Produk LIKE '%Powder%' THEN 'Powder'
WHEN Nama_Produk LIKE '%Concealer%' THEN 'Concealer'
WHEN Nama_Produk LIKE '%Eyeliner%' THEN 'Eyeliner'
WHEN Nama_Produk LIKE '%Alis%'OR Nama_Produk LIKE'%Brow%' THEN 'Brow Product'
WHEN Nama_Produk LIKE '%Blush%'THEN 'Blush'
ELSE 'other' END AS Category,
FROM 'numeric-habitat-325015.Maybelline.Maybeline-shopeesales';
```

Save Query Results

Choose where to save the results data from the query.

BigQuery table Save results as a BigQuery ta... ▾

Project name
Test ▾

Dataset name
Maybelline ▾

Table name
Categorized_Maybeline

Advanced options ∨

CANCEL   SAVE

Number of product based on category

```sql
SELECT Category,
COUNT(Category) AS Count_Category
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
GROUP BY Category
ORDER BY Count_Category DESC;
```

Row	Category	Count_Category
1	Bundle	61
2	Lip Product	23
3	other	11
4	Mascara	10
5	Foundation	9
6	Brow Product	8
7	Concealer	7
8	Eyeliner	6
9	Primer	5
10	Blush	3
11	Powder	3

Total gross profit by product category

```
SELECT
Category,
CAST(SUM(Omset)AS NUMERIC) AS Total_Omset
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
GROUP BY Category
ORDER BY Total_Omset DESC
```

Row	Category	Total_Omset
1	Lip Product	7439887800
2	Bundle	5545369500
3	Mascara	2736048700
4	Foundation	1455456100
5	Powder	1184924500
6	Eyeliner	1034143000
7	other	400799900
8	Concealer	347035300
9	Brow Product	308577200
10	Primer	290943900
11	Blush	154636800

Average gross profit by product category

```
SELECT
Category,
ROUND(CAST(AVG(Omset) AS NUMERIC),0) AS Avg_Omset
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
GROUP BY Category
ORDER BY Avg_Omset DESC;
```

Row	Category	Avg_Omset
1	Powder	394974833
2	Lip Product	323473383
3	Mascara	273604870
4	Eyeliner	172357167
5	Foundation	161717344
6	Bundle	90907697
7	Primer	58188780
8	Blush	51545600
9	Concealer	49576471
10	Brow Product	38572150
11	other	36436355

Top 10 most sold product

Row	Nama_Produk	Category	Jumlah_Terjual	Harga_Produk
1	Maybelline Superstay Matte Ink Liquid Matte Lipstick Make Up [Tahan Lama Hingga 24 Jam]	Lip Product	87239	64900
2	Maybelline Fit Me 12-Hour Oil Control Powder Make Up (Bedak Padat Untuk Bebas Minyak Hingga 12 Jam)	Powder	19212	54000
3	Maybelline The Falsies Lash Lift Mascara Make Up (Waterproof Mascara Tahan Lama Hingga 16 Jam)	Mascara	13245	79700
4	Maybelline Volum Express Hypercurl Waterproof Mascara Make Up - Very Black	Mascara	12635	55100
5	Maybelline Fit Me! Matte + Poreless Liquid Matte Foundation Make Up (Tahan Lama Hingga 12 Jam)	Bundle	9506	80500
6	Maybelline Line Tattoo High Impact Eyeliner Makeup (Tahan Hingga 36 Jam)	Eyeliner	6590	53800
7	Maybelline Cushion Matte Lip Cream - Lipstick Soft Velvet Finish Lembut & Ringan [Lipstik Cream]	Lip Product	6257	71600
8	Maybelline Hypersharp Laser Liquid Pen Eyeliner MakeUp - Waterproof Eyeliner Hitam	Eyeliner	4427	80900
9	Maybelline Define and Blend Eyes Make Up - Natural Brown (Pensil Alis Mekanik)	Brow Product	4127	40200
10	Maybelline Fit Me Matte and Poreless 24HR Oil Control Powder Foundation (Full Coverage & Tahan lama)	Foundation	4072	92400

```sql
SELECT
Nama_Produk,
Category,
Jumlah_Terjual,
CAST(Harga_AS_NUMERIC) AS Harga_Produk
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
ORDER BY Jumlah_Terjual DESC
LIMIT 10;
```

Total sales by product category

```
SELECT
Category,
CAST(SUM(Jumlah_Terjual) AS NUMERIC) AS Total_Sales
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
GROUP BY Category
ORDER BY Total_Sales DESC;
```

Row	Category	Total_Terjual
1	Lip Product	114095
2	Bundle	41955
3	Mascara	36729
4	Powder	21239
5	Eyeliner	16069
6	Foundation	13033
7	Brow Product	7077
8	other	5765
9	Concealer	4093
10	Primer	3796
11	Blush	1746

Total sales percentage by product category

```
SELECT
Category,
ROUND(CAST(SUM(Jumlah_Terjual)AS NUMERIC)/265597*100,2) AS Persentase_Penjualan
FROM `numeric-habitat-325015.Maybelline.Categorized_Maybelline`
GROUP BY Category
ORDER BY Persentase_Penjualan DESC;
```

	Category	Persentase_Penjualan
1	Lip Product	42.96
2	Bundle	15.8
3	Mascara	13.83
4	Powder	8
5	Eyeliner	6.05
6	Foundation	4.91
7	Brow Product	2.66
8	other	2.17
9	Concealer	1.54
10	Primer	1.43
11	Blush	0.66

Most sold product in lip product category

Row	Nama_Produk	Category	Jumlah_Terjual	Harga_Produk	Omset
1	Maybelline Superstay Matte Ink Liquid Matte Lipstick Make Up [Tahan Lama Hingga 24 Jam]	Lip Product	87239	64900	5661811100
2	Maybelline Cushion Matte Lip Cream - Lipstick Soft Velvet Finish Lembut & Ringan [Lipstik Cream]	Lip Product	6257	71600	448001200
3	Maybelline Color Sensational Liquid Lipstick Make Up (Matte Lipcream Dengan Warna Intens)	Lip Product	3714	58200	216154800
4	Maybelline Superstay Ink Crayon Matte Lipstick Make Up (Lipstick Matte Tahan Lama 8 Jam)	Lip Product	3275	58400	191260000
5	Maybelline Color Sensational Ultimatte Slim Lipstick - Lipstik Make Up	Lip Product	2919	62100	181269900

Top 10 most liked product in lip product category

Row	Nama_Produk	Category	Total_Liked	Harga
1	Maybelline Superstay Matte Ink Liquid Matte Lipstick Make Up [Tahan Lama Hingga 24 Jam]	Lip Product	153412	64900
2	Maybelline Volum Express Hypercurl Waterproof Mascara Make Up - Very Black	Mascara	133465	55100
3	Maybelline Baby Skin Pore Eraser Primer Make Up - 22 ml (Primer Ringan Untuk Mengecilkan Pori)	Primer	104738	68200
4	Maybelline Fit Me! Matte + Poreless Liquid Matte Foundation Make Up (Tahan Lama Hingga 12 Jam)	Bundle	85336	80500
5	Maybelline Instant Age Rewind Treatment Concealer Make Up (Untuk Menghapus Lingkaran Hitam Mata)	Concealer	72079	77300
6	Maybelline Color Sensational Liquid Lipstick Make Up (Matte Lipcream Dengan Warna Intens)	Lip Product	64778	58200
7	Maybelline Fit Me 12-Hour Oil Control Powder Make Up (Bedak Padat Untuk Bebas Minyak Hingga 12 Jam)	Powder	60637	54000
8	Maybelline The Falsies Lash Lift Mascara Make Up (Waterproof Mascara Tahan Lama Hingga 16 Jam)	Mascara	53590	79700
9	Maybelline Color Sensational The Powder Mattes - Matte Lipstick Make Up	Lip Product	50671	49700
10	Maybelline Push Up Drama Waterproof Mascara Eyes MakeUp - Hitam (Waterproof Mascara)	Mascara	40480	96800

Maybelline **skin pore eraser primer** is not even the top 10 most sold product while it is on the top 3 most liked product.

Maybelline **superstay matte ink** is the most sold and the most liked product in Maybelline Official Store