

## Project Split

### Independent Variables

City  
Country  
Customer ID  
Market  
Product  
Region  
Segment  
State  
Sub-category

### Dependent Variables

Discount  
Order Date  
Order ID  
Profit  
Quantity  
Row ID  
Sales

## Potential Analysis Questions (Based on Sales)

- What are the total sales and profit for 2022? (Cards)
- How did the sales and profit trend vary by month?
- Which region and countries contributed the most to sales?
- Which products sub-category generated the highest sales & profit?
- How do sales differ across the customer segment?
- What is the average order value and how does it vary by region and segment?
- What were the total quantities sold by products and region?
- Are there seasonal or regional patterns in products demand?

## Story of the Data

This dataset captures skincare sales and performance data from 2022, covering customer segments, products, geographic regions, and key metrics like sales, profit, and discounts. It offers a look into how the skincare business performed across different markets and the dataset is going to help in uncovering trends and patterns in customer behavior, product demand, and regional performance.

## Industry Type of Data

Health & Wellness Industry - Beauty & Personal Care Segment.

## Stakeholders of the Project

The Sales Managers, Marketing Executives, Customer Experience Teams, and the Product Managers.

## What Success means to the Industry

In this industry, success means Strong Sales and Profitability, High Customer Satisfaction and Loyalty, Effective Market Penetration and Operational Efficiency.

## Potential Insights (Based on Sales)

- Knowing the overall business health and scale of operations.
- Identifying peak and slow sales periods. Any unusual dips can indicate a supply or demand issue.
- Knowing the geographic markets that drive the most revenue and profits. This makes room for opportunities of expansion or need for targeted strategies in under-performing regions.
- Identifying best-selling and most profitable product categories can help in inventory and marketing.
- Knowing which customer segments are the most valuable. We can have segment-specific promotions or products development.
- Seeing insights into customers buying behavior and spending power.
- Knowing the demand pattern can inform inventory management and logistics. We can also identify regional preferences and products popularity.
- Knowing the seasonal demand cycles can help in optimizing stock levels and marketing timing.

### **Potential Analysis Questions (Based on Customer Patterns)**

- How are customers distributed across regions, countries and cities?
- What is the breakdown of customers by segments?
- Which Customer segment generates the most profit?
- Are there untapped markets with growing customer bases?
- Are there segments with high sales but low profitability?
- How does discount usage vary by customer segment and does it affect purchasing behavior?

### **Potential Insights (Based on Customer Patterns)**

- Identifying geographic hubs with the most customers concentration and also knowing the regions or cities with emerging customer bases can signal growth opportunities.
- Understanding customer sizes by segments can help in guiding resources allocation and targeting strategies.
- Understanding the most valuable customer segment driving profitability. We can also prioritize high profit segments for loyalty programs and premium offerings.
- Discovering regions or cities with rising customer base but low sales. We can have opportunities for market development.
- Need for refining pricing, discount strategies for segments with high sales but low profitability.
- Understanding which segments rely heavily on discounts and how it influences their buying frequency or order size. Assessing whether discounts lead to increased loyalty or just short-term sales spikes. This gives us insights to optimize discount strategies to balance sales growth and profitability.

# Skincare Sales & Performance Analysis Dashboard (2022)

An overview into revenue drivers, top products, and market dynamics in the skincare sector

\$1.77M

Total Sales

\$318.67K

Total Profit

3.12K

Products Count

6.88K

Total Orders

☐ Africa

☐ Asia Pacific

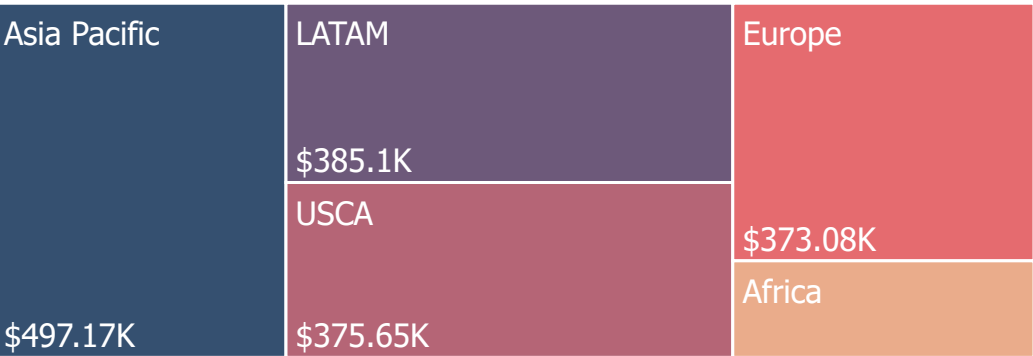
☐ Europe

☐ LATAM

☐ USCA

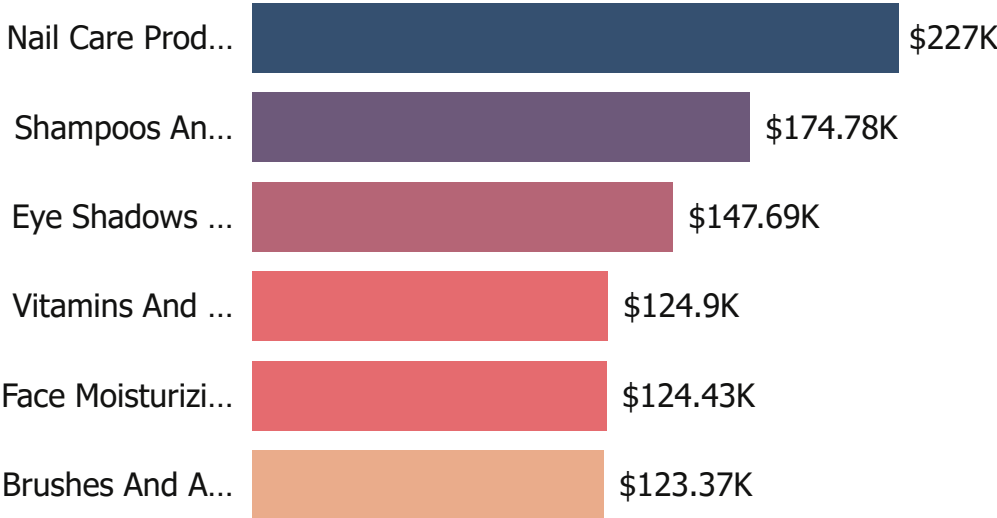
## Revenue Trend by Market

The Asia Pacific market generated the most revenue for 2022.



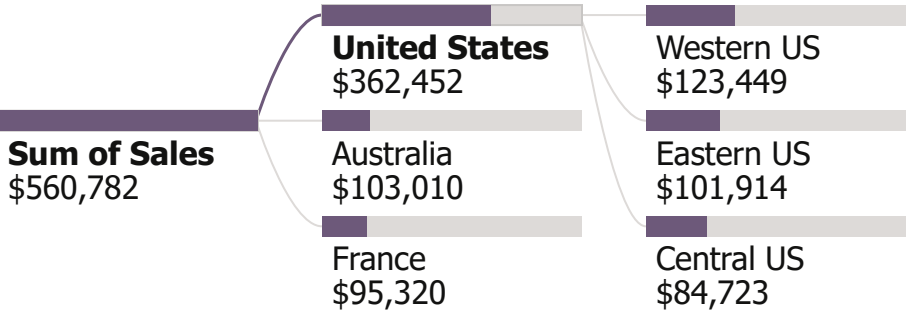
## Top Products Sub-Categories by Revenue

Nail Care Products generates the most revenue at \$227k.



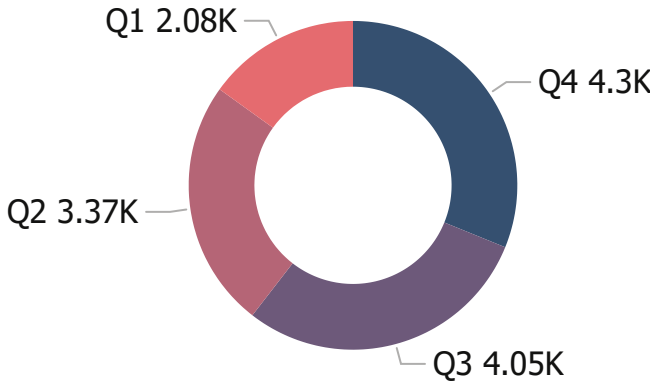
☐ Country

☐ Region



## Seasonal Patterns in Product Demand

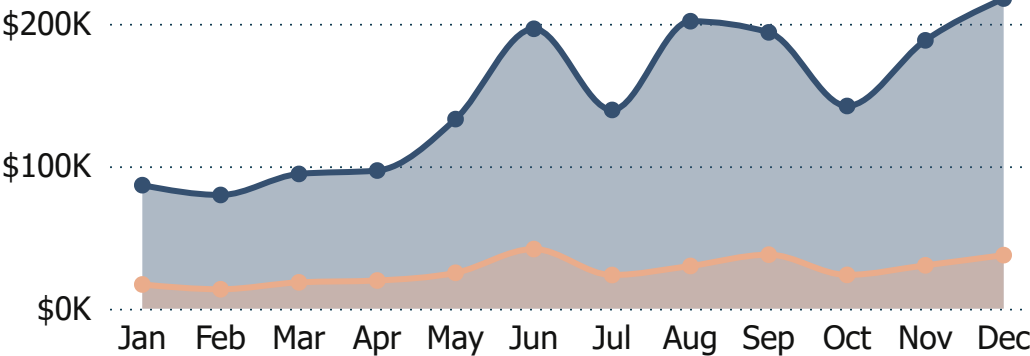
Q4 had the most products demand, selling 4.3k+ products in total for the quarter.



## Monthly Sales & Profit Performance

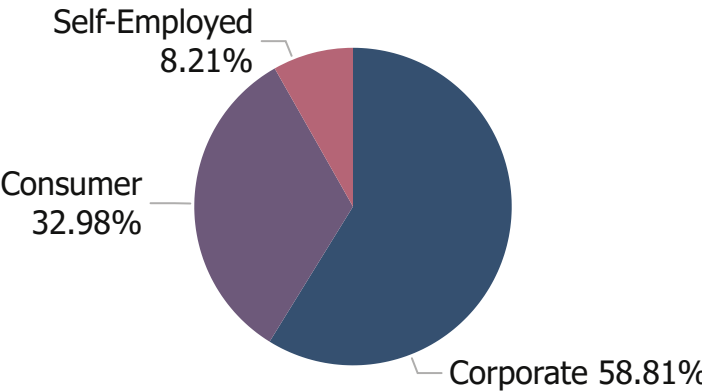
December made the most revenue and profit.

● Total Sales ● Total Profit



## How Sales Vary by Segment

The Corporate customer segment contributed 58.81% to total revenue, making it the top customer segment.



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Customer Segment

☐ Consumer

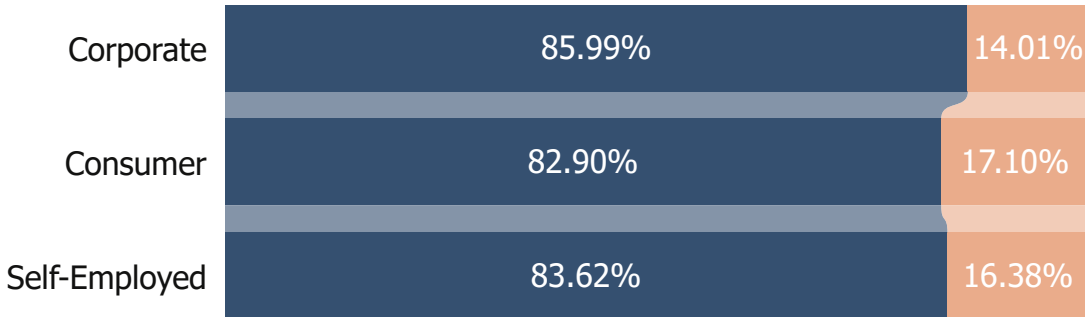
☐ Corporate

☐ Self-Employed

## Top Contributing Segments to Sales & Profit

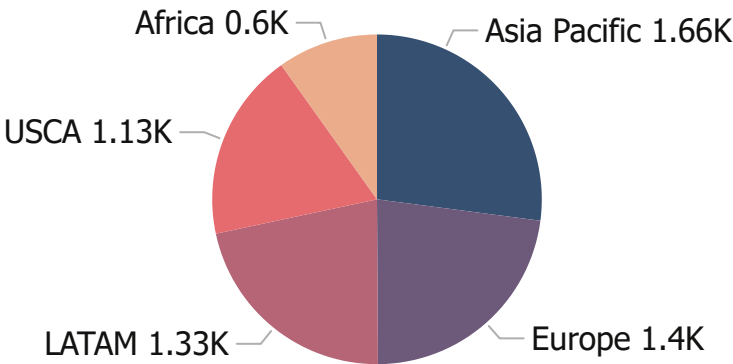
The corporate segment contributes the most to sales and profit.

● Total Sales ● Total Profit



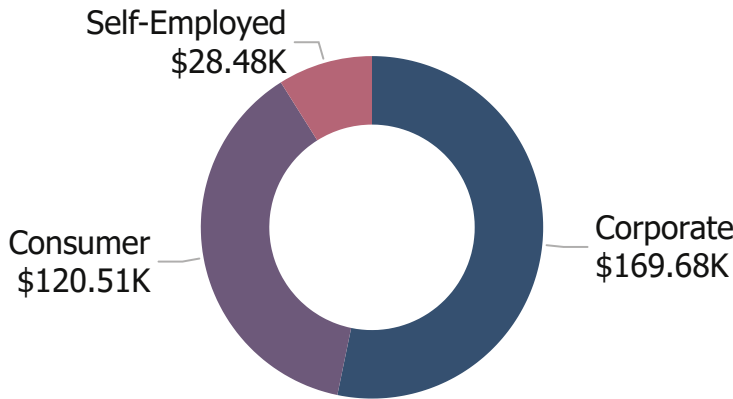
## Customer's Distribution by Market

The Asia Pacific has the most customer base with a total of 1.66k.



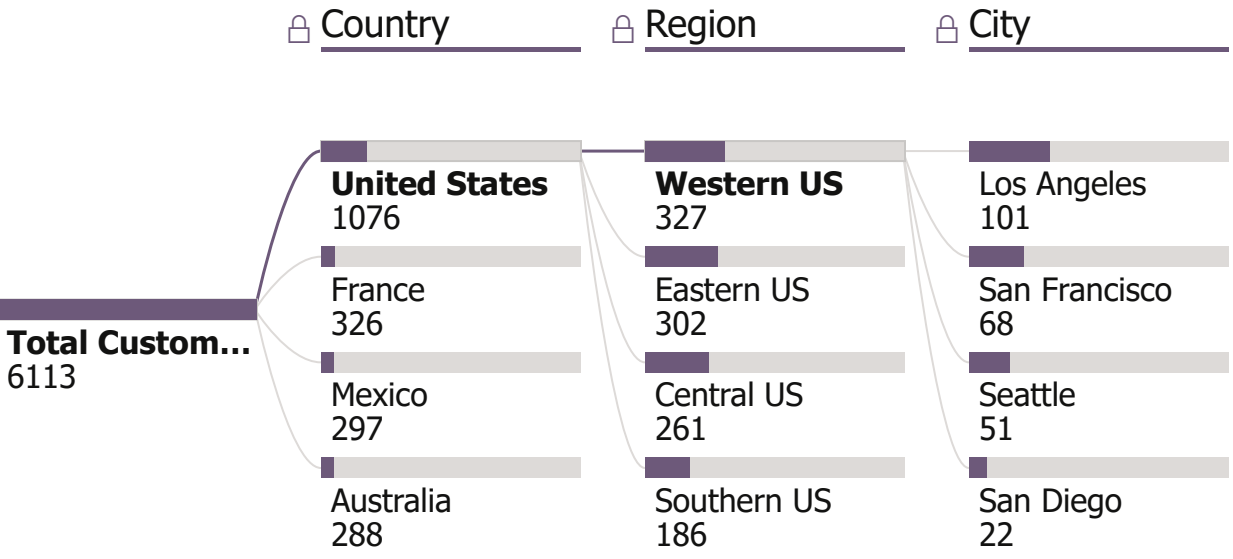
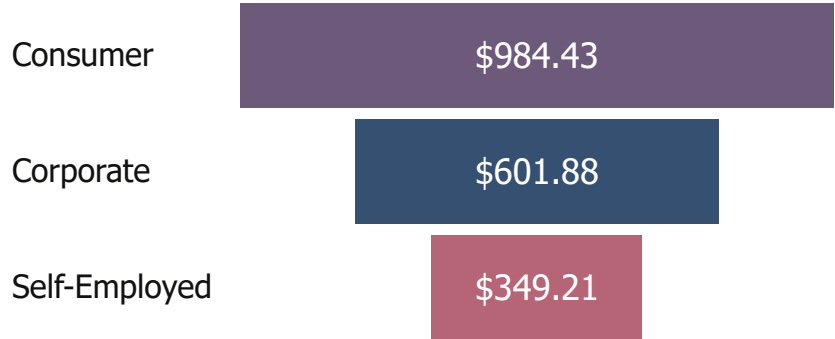
## How Profits Vary by Segments

The corporate segment generated the most profit with a total profit of \$169.68k



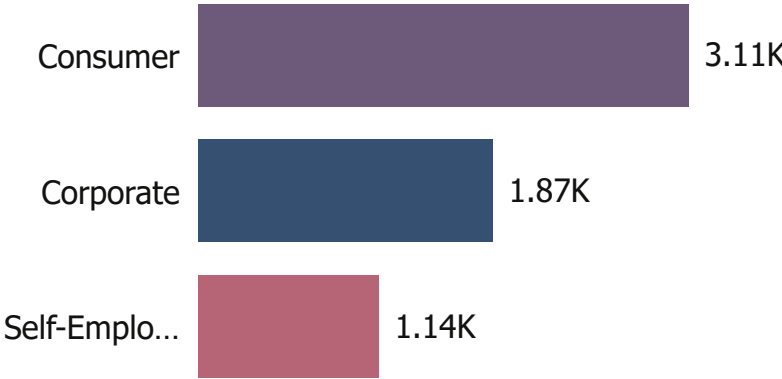
## Total Discounts across Segments

The consumer segment received the most discounts at \$984.43



## Customer's Distribution by Segment

The consumer segment has the most customer base with a total of 3.11k customers.



## In-Analysis Observations

- The United States made the most revenue with the Western US leading by region.
- The Asian Pacific market generated the most revenue for the year 2022.
- December made the most monthly revenue and profit.
- February made the least monthly revenue and profit.
- Q4 had the most products demand, selling 4.3k+ products in total for the quarter.
- The corporate customer segment contributed 58.81% to total revenue, making it the top customer segment.
- The Corporate segment also contributes the most to profit with a total of 169.68k.
- The Consumer segment receives the most discount at \$984.43.
- The Asia Pacific has the most customer base with a total of 1.66k.
- The Consumer segment has the most customer base with a total of 3.11k customers.
- The Nail Care Products generates the most revenue at \$227k.

## In-Analysis Recommendations

- I recommend focusing sales and inventory resources in top-performing areas like the U.S. West region and the Asia Pacific market to maintain momentum and expand dominance.
- With Q4 showing peak product demand, we can align major marketing and promotional campaigns (i.e. Holiday sales, Christmas bundles) to capitalize on end-of-year buying behavior.
- Investigate what happened in the month of February and we can test targeted campaigns or product promotions to boost engagement during slower months like February.
- With the corporate segment generating the highest revenue and profit, we can enhance B2B strategies and consider offering loyalty or upsell programs to maximize retention.
- As the consumer segment receives the highest discounts but isn't the most profitable, we can re-evaluate whether discounts are driving sustainable sales or eroding margins (making less profits from each sales).
- We should consider expanding the nail care product line or bundling it with other high-performing products to boost cross-sell opportunities.
- The large consumer customer base presents a strong case for personalized promotions, product recommendations, and customer experience initiatives to drive repeat purchases.
- With the largest customer volume in Asia Pacific, we can investigate segment-level behavior to tailor region-specific product offerings

## Final Observations for Sales' Dashboard

### -The Headline KPIs

- Total Sales: \$1.77M
- Total Profit: \$318.67K
- Total Products: 3.12K
- Total Orders: 6.88K

### -Revenue Trend by Market

- The Asia Pacific market topped all regions with \$497.17K in sales.
- LATAM, USCA, and Europe followed closely, each generating over \$370K in revenue.
- Africa contributed the least to total revenue among the regions.

### -Country & Region Contribution to Revenue

- United States had the highest sales by country at \$362.45K, especially from the Western US region(\$123.45K).
- Other notable countries: Australia (\$103.01K) and France (\$95.32K).
- The Eastern US region ranked second in the United States generating a total revenue of \$101.91k.
- The Central US region ranked third in the United States generating a total revenue of \$84.72k.
- The Southern US region generated the least revenue in the United States at \$52.37k.

### -Monthly Sales & Profit Performance

- December achieved the highest sales and profit.
- February had the lowest revenue and profit.
- A noticeable upward trend started from May through Q4, with June and November also performing well.

## Final Observations

### -Sales by Customer Segment

- The Corporate segment dominated with 58.81% of total revenue.
- Consumer made up 32.98%, and Self-Employed contributed 8.21% to total revenue.

### -Seasonal Patterns in Product Demand

- Q4 showed the highest demand with 4.3K+ products sold.
- Q3 also performed well at 4.05K, while Q1 was the slowest quarter with 2.08K units.

### -Top Product Sub-Categories by Revenue

- Nail Care Products led with \$227K in revenue.
- Followed by Shampoos & Conditioners (\$174.78K), and Eye Shadows & Pencils (\$147.69K).
- Vitamins & Supplements, Face Moisturizing Products and Brushes & Applicators also performed strongly (~\$123–124K).



## Final Observations for Customers' Dashboard

### -The Headline KPIs

Total Sales: \$1.77M  
Total Profit: \$318.67K  
Total Products: 3.12K  
Total Orders: 6.88K

### -Top Contributing Segments to Sales & Profit

- The Corporate segment contributed the most to sales and profit, with a profit share of \$169.68K.
- While the Consumer and Self-Employed segments had close sales contribution percentages, the Consumer segment achieved a slightly higher profit percentage (17.10%) than Corporate (14.01%).

### -Customer's Distribution by Market

- Asia Pacific holds the largest customer base with 1.66K customers, followed by Europe (1.4K) and LATAM (1.33K).
- Africa has the smallest customer base at 0.6K, indicating potential untapped opportunity.

### -How Profits Vary by Segment

- The Corporate segment dominates profit generation at \$169.68K, followed by Consumer (\$120.51K) and Self-Employed (\$28.48K).
- This reinforces that B2B-focused strategies toward corporate clients are profitable.

### -Total Discounts Across Segments

- The Consumer segment received the most in discounts: \$984.43, nearly 60% more than Corporate.
- Despite receiving the least discount (\$349.21), the Self-Employed segment had relatively modest profits, raising questions about its price sensitivity and profitability.

## Final Observations

### -Customer's Distribution by Segment

- The Consumer segment has the highest customer count at 3.11K, nearly 1.7x more than Corporate (1.87K).
- This suggests strong market penetration but possibly lower margins compared to the smaller yet more profitable Corporate base.
- The Self-Employed segment has the least customer base at 1.14k.

### -Customer Distribution by Country, Region & City

- United States leads in customer count (1,076 customers), especially from Western US (327).
- France, Mexico, Australia, and San Francisco, Seattle, and LA are also notable markets.
- Customer distribution is more concentrated in urban and coastal cities, indicating regional buying power and market reach.

## Final Recommendations for Sales' Dashboard

### Data-Driven Recommendations for Growth

#### Prioritize High-Performing Markets:

I recommend we double down on the Asia Pacific region, which led all markets in revenue. We can expand distribution channels, partnerships, and localized campaigns to maintain and grow this advantage.

#### Leverage High-Performing Regions in the US

The Western and Eastern US regions are key contributors within the United States. We should tailor marketing efforts and promotions specifically to these areas to further boost performance.

#### Maximize Seasonal Demand

Since Q4 showed peak product demand, we should look into launching major campaigns, new product releases, and bundle offers during this period. We should also consider inventory scaling and logistics planning to meet the surge.

#### Enhance Product Strategy Around Bestsellers

We should focus on promoting and expanding the Nail Care, Shampoo & Conditioner, and Eye Shadow categories, which brought in the most revenue. We can also introduce new variants or complementary products in these sub-categories.

#### Capitalize on Corporate Segment Strength

The Corporate customer segment accounts for the majority of revenue and profit. We should develop B2B loyalty programs, exclusive deals, or bulk-order incentives tailored to business clients to retain and grow this base.

## Final Recommendations

#### Target Low-Performing Quarters with Promotions

I recommend we address slower periods like Q1 (especially February) by running seasonal promotions, clearance events, or loyalty perks to stimulate demand and to reduce flat periods.

#### Explore Growth in Underperforming Regions

Given Africa's low contribution, we should investigate barriers (logistics, pricing, awareness) and explore scalable pilot campaigns to test market responsiveness and future investment feasibility.

#### Optimize Product Mix and Cross-Selling

We can bundle mid-performing products (like Vitamins & Supplements or Face Moisturizers) with top-sellers to increase average order value and drive sales across the board.



## Final Recommendations for Customers' Dashboard

### Data-Driven Recommendations for Growth

#### Capitalize on the High-Profit Corporate Segment

I recommend prioritizing the Corporate segment in marketing and product development, as it generates the highest profit (\$169.68K) despite a smaller customer base. We can also expand B2B initiatives such as bulk order incentives, contract pricing, and tailored corporate skincare solutions to further grow revenue and retention.

#### Reassess Discounting Strategy for Consumer Segment

The Consumer segment has the largest customer base (3.11K) and receives the most discounts (\$984.43), yet contributes less profit than the Corporate segment. We should optimize discount programs to focus on high-value or repeat customers, and explore loyalty programs or subscription models to drive margin growth without over-reliance on discounts.

#### Unlock Potential in the Self-Employed Segment

The Self-Employed group receives the least discount (\$349.21) but also contributes the least to profit (\$28.48K). We can introduce targeted offers, education on product benefits, and flexible payment plans to boost conversion and average spend from this segment.

#### Leverage Strong Markets: Asia Pacific, Europe & LATAM

These regions hold the highest customer bases, indicating high market engagement. I recommend we deepen investment in localized marketing, regional partnerships, and tailored product assortments to consolidate and grow presence.

## Final Recommendations

#### Explore Untapped Opportunity in Africa

Africa has the smallest customer base (0.6K), signaling growth potential. We should launch entry-level product lines and affordability-focused campaigns, supported by influencer marketing or distribution partnerships to increase market penetration.

#### Focus on Urban and Coastal Cities

Key urban areas like Los Angeles, San Francisco, and Seattle show strong customer presence. We should strengthen brand presence in these hubs through pop-up activations, digital geo-targeting, and exclusive city-themed promotions.

#### Balance Profitability with Customer Acquisition

While Consumer and Self-Employed segments help grow customer count, the Corporate segment remains key to profitability. We should maintain a balanced strategy i.e. Continue acquiring customers for volume while scaling services and value for the corporate segment to drive sustained profit growth.