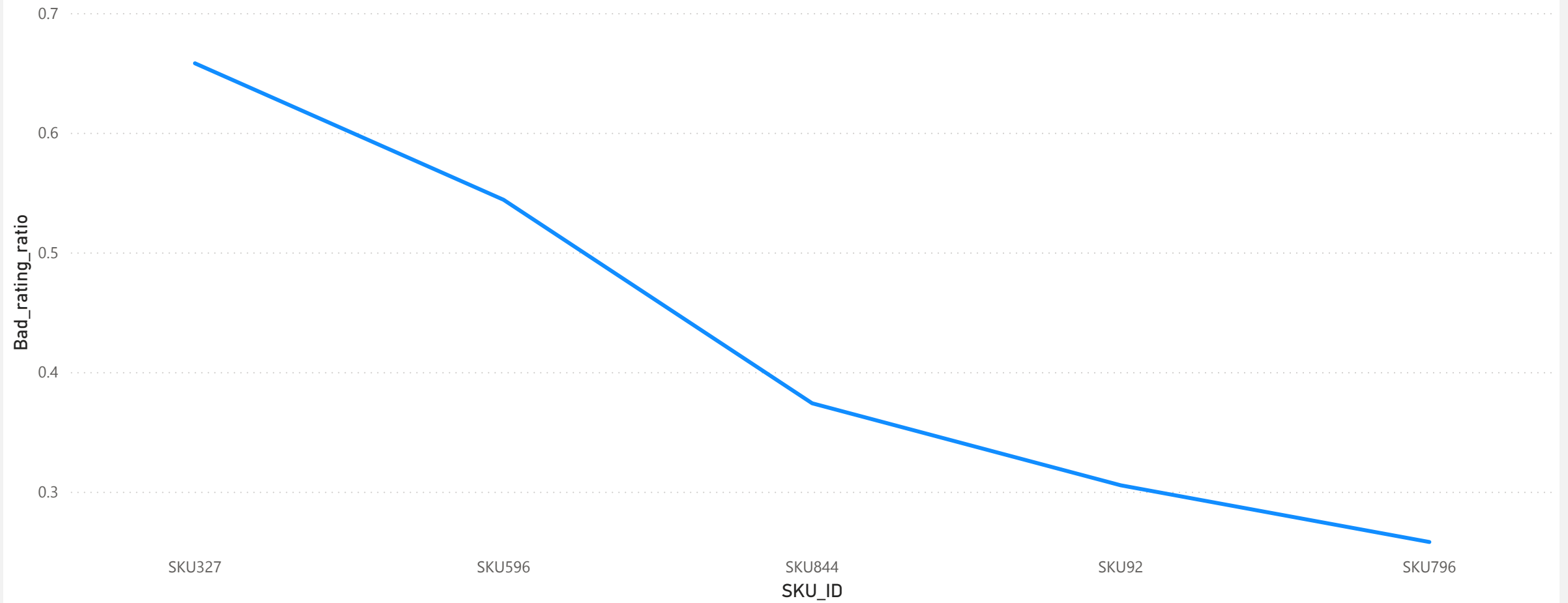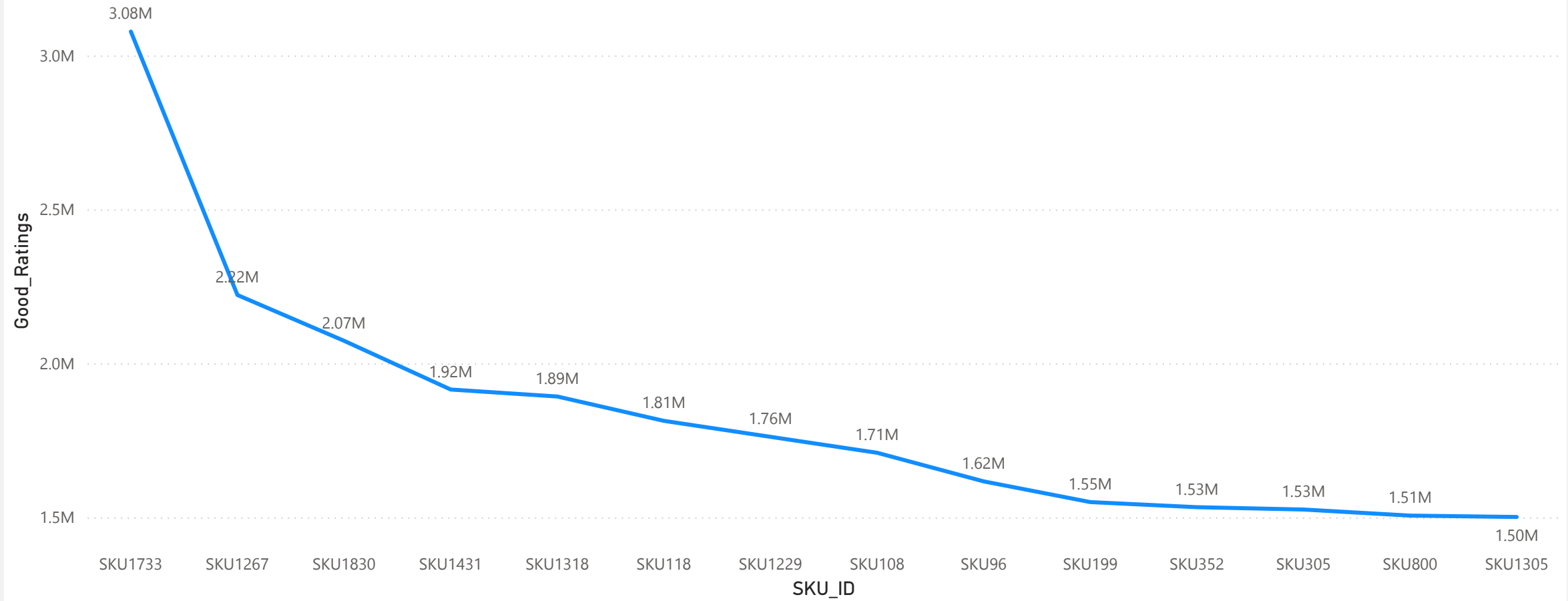## Bad_rating_ratio by SKU_ID

• As requested, post filtering out the SKU IDs having 100% bad rating ratio, SKU ID - SKU327 has the highest bad rating ratio.

Good_Ratings by SKU_ID

- The SKU that has the highest good ratings is - SKU1733.

Segment
All

SKU_ID
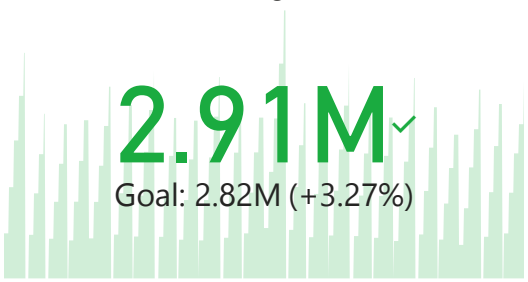All

11.02M
Total Bad Ratings

188.52M
Total Good Ratings

$448.65M
Revenue

$31.79M
Total marketing spend
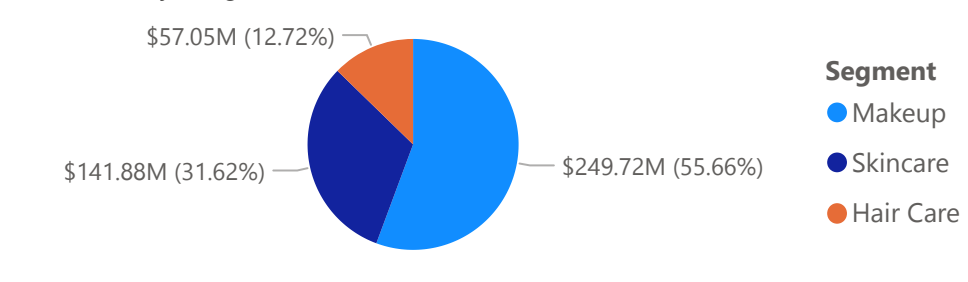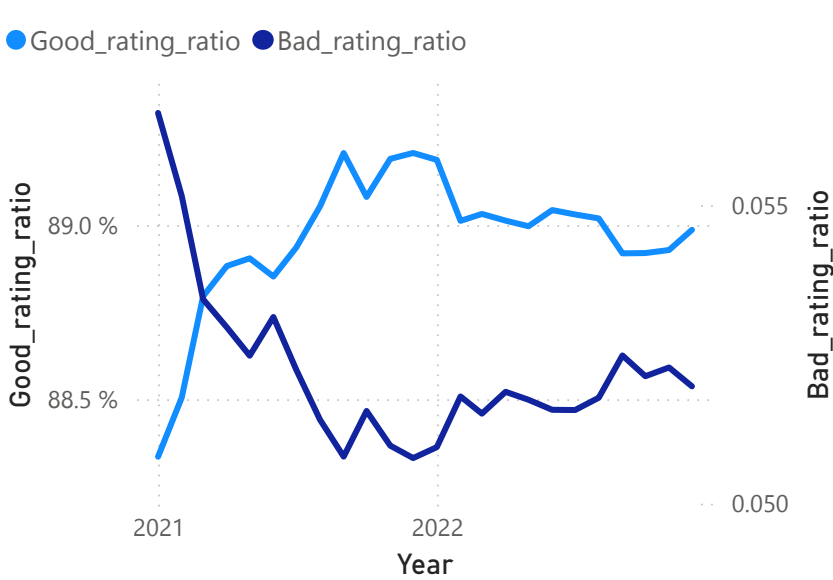
Web Traffic vs Target
2.91M ✓
Goal: 2.82M (+3.27%)

CPC vs Target
$4.33 ✓
Goal: $4.80 (-9.88%)

CTR vs Target
$0.01 ✓
Goal: $0.00 (+30.55%)

Revenue by Segment
$57.05M (12.72%)
$141.88M (31.62%)
$249.72M (55.66%)

Segment
● Makeup
● Skincare
● Hair Care

Good rating ratio vs Bad rating ratio
● Good_rating_ratio ● Bad_rating_ratio

Total Marketing Spend
● Online spend ● Coupon sp...
1.3M (4.09%)
30.49M (95.91%)
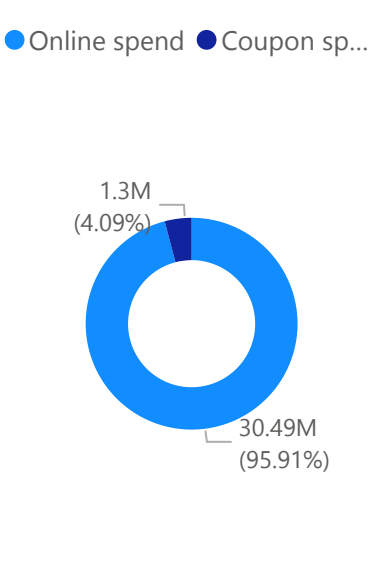
Effect of Web Traffic on the sale of products
● Sum of Units_sold ● Web Traffic

Web Traffic by Segment

9M (13.6%)

20M (31.68%)

35M (54.72%)

Segment
- Makeup
- Skincare
- Hair Care

Revenue by Segment

$57.05M (12.72%)

$141.88M (31.62%)

$249.72M (55.66%)

Segment
- Makeup
- Skincare
- Hair Care
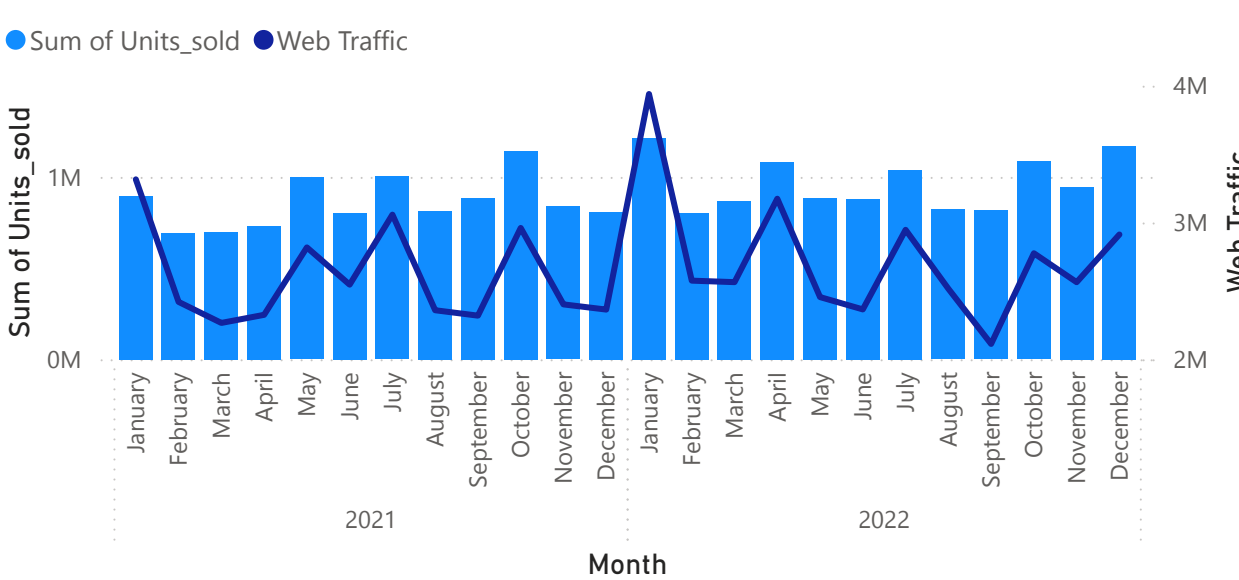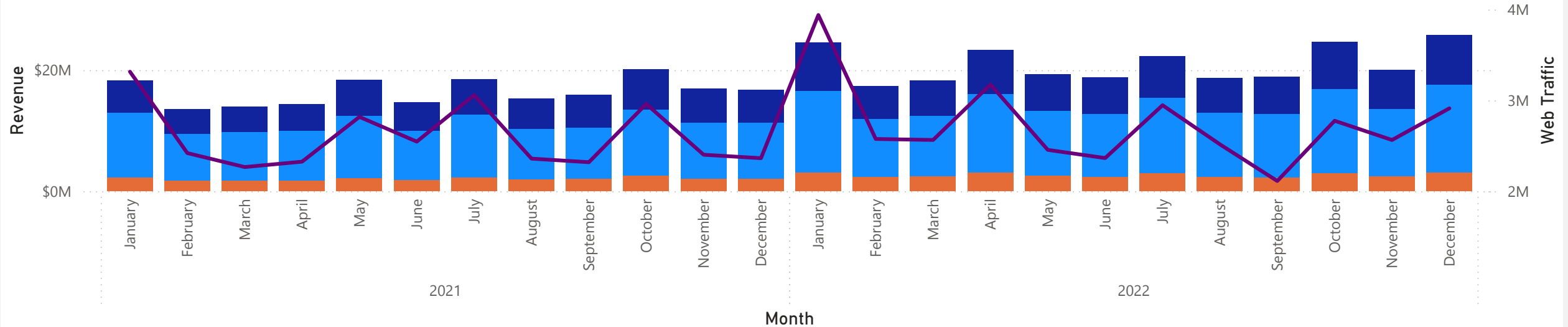
Segment

☑ Select all
☑ Hair Care
☑ Makeup
☑ Skincare
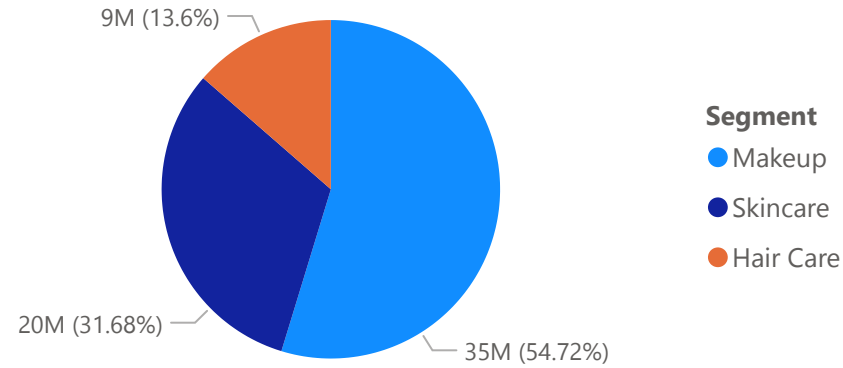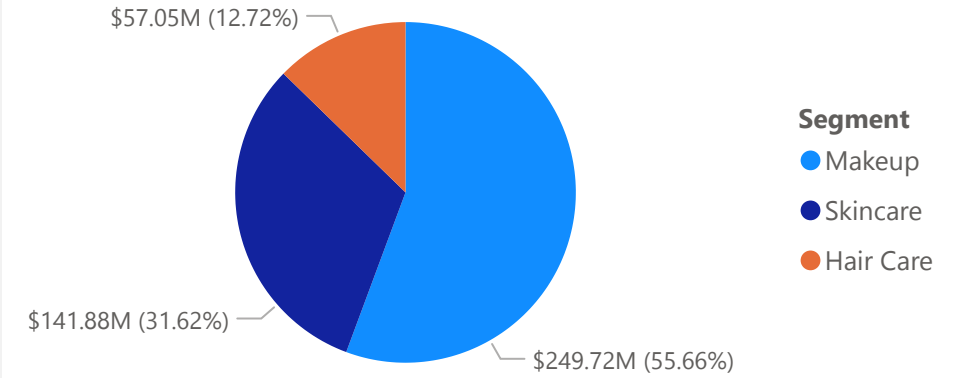
Revenue, Web Traffic and %GT Count of Segment by Year, Month and Segment

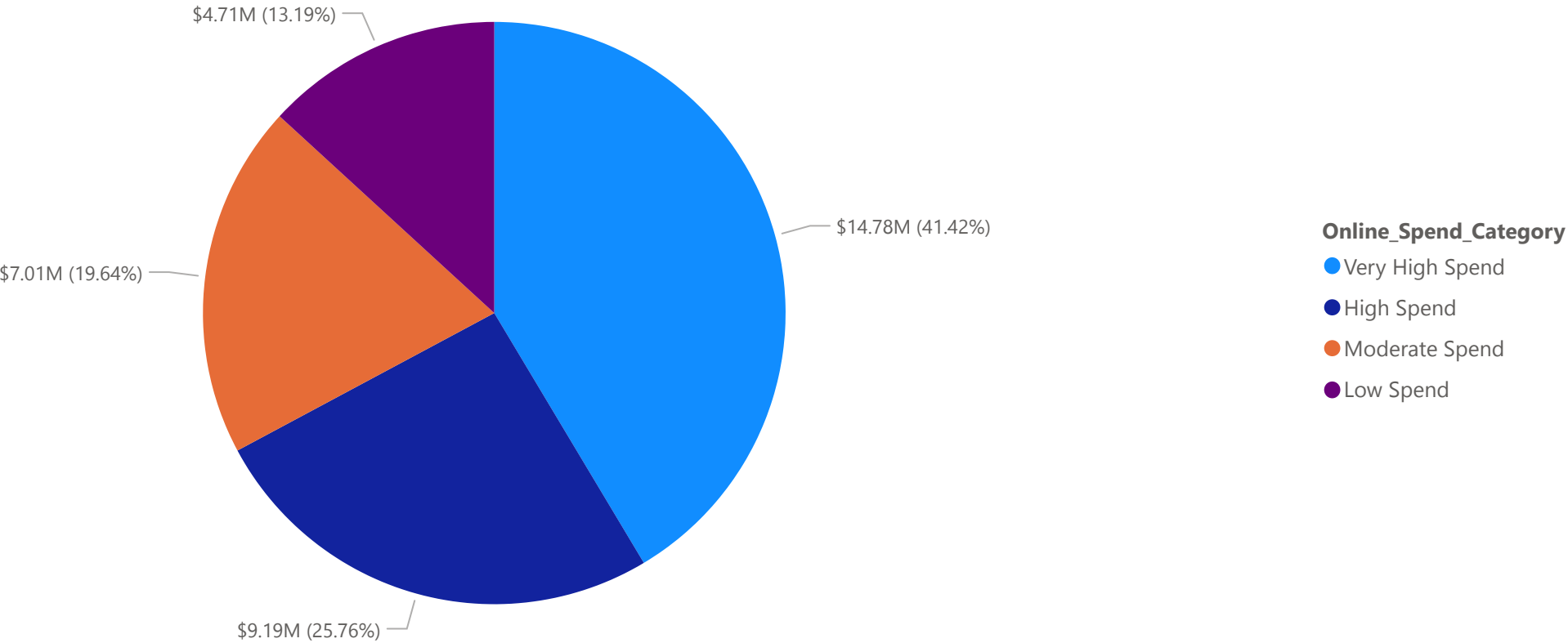**Segment** ● Hair Care ● Makeup ● Skincare ● Web Traffic

- As expected, the web traffic is directly proportional to the revenue generated.
- Makeup segment generates the majority of the revenue.
- Hair care segment generates the least revenue.

Web Traffic for Q4 2022

2.91M

2.78M

Web Traffic

2.56M

Oct 2022   Nov 2022   Dec 2022

Year
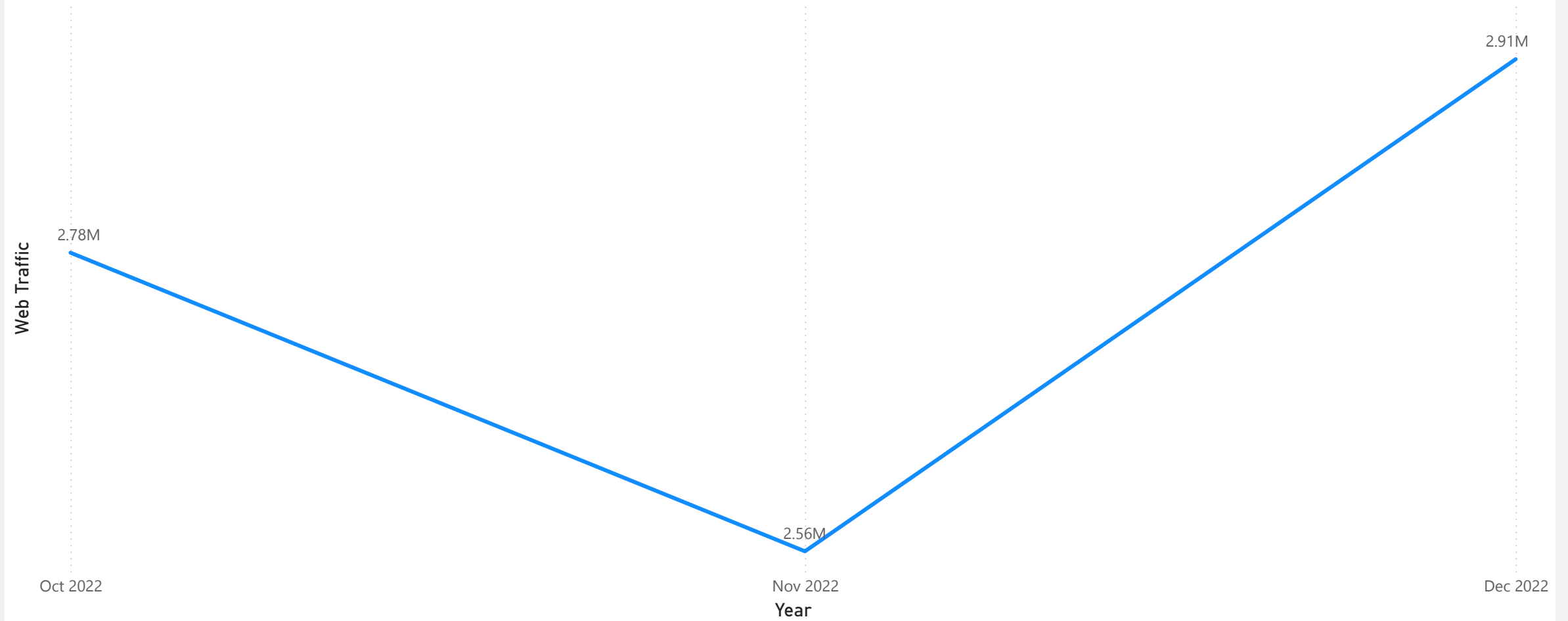
- December 2022 had the highest web traffic in the last quarter (Q4) of 2022 as per the data.

Total marketing spend by Online_Spend_Category

$4.71M (13.19%)

$7.01M (19.64%)

$14.78M (41.42%)

$9.19M (25.76%)

Online_Spend_Category
- Very High Spend
- High Spend
- Moderate Spend
- Low Spend

• We note that the company had spend mostly on Very high Spend category products and the next on high Spend category products.