



BEAUTY CARE

ANNUAL REPORT



Beauty Care

Sales & Product Performance Dashboard for Beauty Care | Multi-Country Retail Analytics

PREPARED BY

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Title

Sales & Product Performance Dashboard for Beauty Care | Multi-Country Retail Analytics

Context

Beauty Care, a leading beauty products distributor operating across multiple Gulf countries, needed a unified performance monitoring system. With diverse markets (Saudi Arabia, UAE, Qatar, etc.) and complex sales channels (Wholesale, Retail, Pharmacies, Key Accounts), the company required integrated dashboards to drive regional strategies and product portfolio optimization.

Problem / Question

How can Beauty Care effectively monitor and compare sales performance across diverse geographic markets and sales channels to identify regional opportunities, optimize product distribution, and enhance sales team effectiveness?

Tools Used

- Microsoft Excel: Advanced dashboard development with PivotTables, slicers, and interactive charts
- Data Modeling: Multi-dimensional analysis across products, countries, sales channels, and time periods
- Business Intelligence: Integrated reporting system with two complementary dashboards

Process Walk-through

1. Data Integration: Consolidated sales data from multiple countries and sales channels into a unified database.

2. Data Structuring: Organized data into structured tables with consistent formatting for country names, product codes, and sales channels.
3. Dashboard Development:
 - Dashboard 1 (Sales Performance): Focused on sales team performance with quarterly trends and channel analysis
 - Dashboard 2 (Product Performance): Concentrated on product analytics with geographic performance mapping
 - Slicer Implementation: Added country filters for dynamic cross-dashboard filtering
4. PivotTable Backend: Created comprehensive PivotTables to support deep-dive analysis and data validation.

Key Findings

- Geographic Dominance: Saudi Arabia and UAE contributed over 60% of total revenue, indicating market concentration risk.
- Channel Performance Variance: Key Accounts generated highest revenue per transaction, while Retail showed highest customer volume.
- Product Seasonal Patterns: Certain skincare products showed 40% higher sales in Q1 (winter season) across all Gulf countries.
- Sales Team Efficiency Gap: Top-performing salesperson generated 3x more revenue in Key Accounts channel compared to team average.
- Product-Country Fit: Specific product lines performed exceptionally well in specific markets (e.g., Premium products in UAE, Value products in Jordan).

Visuals with a Purpose

- Salesmen Performance Bar Charts: To compare effectiveness across different sales channels and identify training opportunities.
- Quarterly Trend Lines: For seasonal planning and sales target setting.
- Product-Country Line Charts: To identify regional product preferences and optimize inventory allocation.
- Interactive Slicers: For country-specific analysis and personalized reporting for regional managers.
- Pie Charts (Sales Distribution): To quickly understand channel contribution and product mix.

Main Takeaway

The analysis revealed that Beauty Care's growth strategy should focus on balancing geographic concentration while leveraging product-country fit opportunities. The immediate opportunity lies in replicating successful Saudi Arabia/UAE strategies in emerging markets like Qatar and Bahrain, while optimizing product allocation based on regional preferences.

What I Learned from this Case Study

- How to design complementary dashboards that serve different stakeholder needs (sales managers vs. product managers).
- The importance of multi-dimensional filtering (country + channel + time) in regional business analysis.
- How to use PivotTables as a robust backend for dashboard reporting while maintaining data integrity.

Reflection and Next Steps

- Reflection: The dual-dashboard approach successfully addressed both sales and product perspectives. A limitation was the static nature of Excel for real-time multi-user collaboration.
- Next Steps:
 1. Migration to Power BI: Enable real-time dashboards with automatic data refresh from country databases.
 2. Advanced Analytics: Incorporate customer lifetime value (CLV) calculations by country and channel.
 3. Predictive Modeling: Develop sales forecasting models based on seasonal patterns and market trends.
 4. Automated Reporting: Create scheduled automated reports for country managers with key insights.

Invite Feedback

This multi-country retail analytics project demonstrates the power of integrated dashboard systems!

- Which dashboard (Sales Performance or Product Performance) do you find more valuable for strategic decisions?
- How could the country-level analysis be enhanced for better regional planning?
- What additional dimensions would be crucial for Beauty Care's expansion strategy?



Sales Dashboard 2023

Figures in millions of USD

Total Sales

\$ 13,794,404

Revenue

\$ 13,457,806

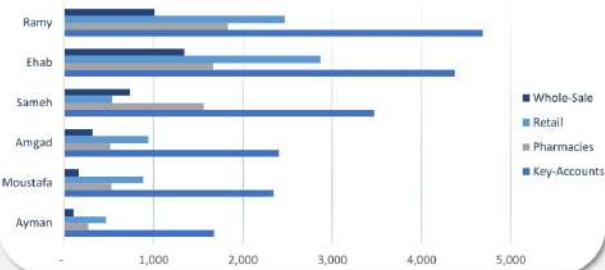
Number Of Customers

37,160

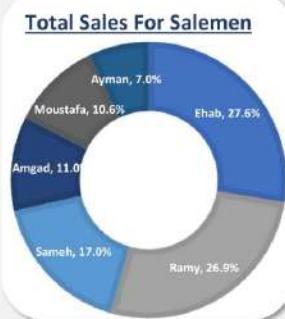
Customer AREA

Bahrain	Jordan	Oman	Qatar	Saudi Arabia	United Arab Emirates
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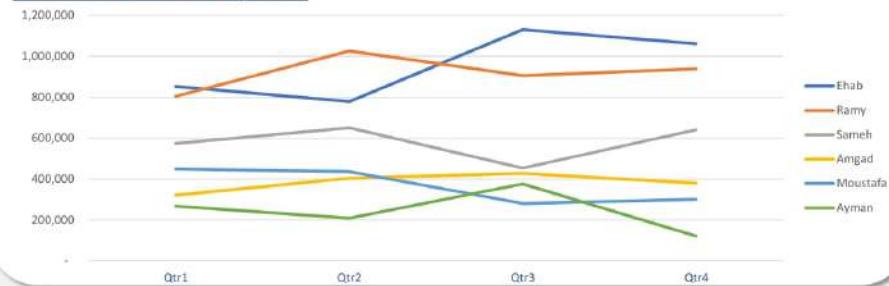
Salesmen's Reports Per Areas



Total Sales For Salemen



Salesmen's Sales Per Quarters





BEAUTY CARE

	Sum of Revenue	Sum of Total Sales
	13,457,806	13,794,404



Salesmen Names	Sum of Total Sales
Ehab	3,823,084
Ramy	3,675,751
Sameh	2,319,687
Amgad	1,533,207
Moustafa	1,467,742
Ayman	974,933
Grand Total	13,794,404



Salesmen Names	Sum of Revenue
Ehab	27.6%
Ramy	26.9%
Sameh	17.0%
Amgad	11.0%
Moustafa	10.6%
Ayman	7.0%
Grand Total	100.0%



Salesmen Names	Sum of Quantity
Ehab	10,257
Ramy	9,997
Sameh	6,293
Amgad	4,180
Moustafa	3,915
Ayman	2,518
Grand Total	37,160



Quarters	Column Labels	Ehab	Ramy	Sameh	Amgad	Moustafa	Ayman	Grand Total	
Qtr1		852,821	804,919		574,130	321,185	449,094	268,063	3,270,212
Qtr2		778,243	1,025,838		650,495	404,282	437,224	209,116	3,505,198
Qtr3		1,130,540	905,891		453,776	427,554	280,823	376,757	3,575,341
Qtr4		1,061,480	939,103		641,286	380,186	300,601	120,997	3,443,653
Grand Total		3,823,084	3,675,751		2,319,687	1,533,207	1,467,742	974,933	13,794,404

Salesmen Names	Quantity Sold Per Saleman	Column Labels				
		Key-Accounts	Pharmacies	Retail	Whole-Sale	Grand Total
Ayman	1,675	272	469		102	2,518
Moustafa	2,342	531	882		160	3,915
Amgad	2,402	519	940		319	4,180
Sameh	3,467	1,557	538		731	6,293
Ehab	4,373	1,669	2,870		1,345	10,257
Ramy	4,686	1,831	2,469		1,011	9,997
Grand Total	18,945	6,379	8,168		3,668	37,160

Salesmen Names	Sum of Revenue	Column Labels				
		Key-Accounts	Pharmacies	Retail	Whole-Sale	Grand Total
Ramy	1,677,903	652,342	924,855		366,291	3,621,391
Ehab	1,575,513	585,091	1,071,148		476,183	3,707,934
Sameh	1,235,933	578,389	199,562		269,195	2,283,078
Moustafa	847,242	200,269	317,088		58,886	1,423,486
Amgad	835,073	185,048	340,260		117,931	1,478,313
Ayman	618,365	97,042	194,282		33,915	943,604
Grand Total	6,790,028	2,298,181	3,047,195		1,322,401	13,457,806

Salesmen Names	Sum of Total Sales Per Areas	Column Labels						
		Saudi Arabia	Qatar	Jordan	United Arab Emirates	Oman	Bahrain	Grand Total
Ehab	5.38%	3.54%	3.89%	6.25%	3.00%	5.65%	27.71%	
Ramy	3.56%	7.46%	4.75%	5.39%	0.68%	4.80%	26.65%	
Sameh	3.59%	4.30%	1.87%	1.47%	1.24%	4.34%	16.82%	
Amgad	2.00%	1.48%	2.20%	1.43%	1.03%	2.96%	11.11%	
Moustafa	1.23%	1.94%	1.80%	0.98%	2.18%	2.52%	10.64%	
Ayman	1.95%	0.95%	1.29%	0.68%	1.37%	0.82%	7.07%	
Grand Total	17.72%	19.68%	15.81%	16.21%	9.50%	21.08%	100.00%	



Main Summary						
	Sum of Total Sales	Sum of Cost	Sum of Revenue	Count of Quantity		
	BEAUTY CARE	13,794,404	336,598	13,457,806		
	Customers Channel	Sum of Total Sales				
	Key-Accounts	6,968,445				
	Pharmacies	2,354,144				
	Retail	3,120,799				
	Whole-Sale	1,351,016				
	Grand Total	13,794,404				
	Customers Channel	Sum of Quantity				
	Key-Accounts	18,945				
	Pharmacies	6,379				
	Retail	8,168				
	Whole-Sale	3,668				
	Grand Total	37,160				
	Countries	Sum of Quantity				
	Bahrain	7,784				
	Qatar	7,411				
	Saudi Arabia	6,547				
	United Arab Emirates	5,876				
	Jordan	5,862				
	Minya	3,680				
	Grand Total	37,160				
	Countries	Sum of Total Sales				
	Bahrain	2,908,482				
	Qatar	2,714,946				
	Saudi Arabia	2,444,715				
	United Arab Emirates	2,235,610				
	Jordan	2,180,383				
	Minya	1,310,268				
	Grand Total	13,794,404				
Total Sales Of Areas						
Countries	Column Labels	Qtr1	Qtr2	Qtr3	Qtr4	Grand Total
Bahrain		6.12%	5.69%	4.02%	5.25%	21.08%
Qatar		4.48%	5.46%	6.33%	3.40%	19.68%
Saudi Arabia		4.27%	4.47%	3.78%	5.21%	17.72%
United Arab Emirates		3.56%	3.50%	4.93%	4.22%	16.21%
Jordan		3.38%	4.31%	4.20%	3.92%	15.81%
Minya		1.90%	1.98%	2.65%	2.96%	9.50%
Grand Total		23.71%	25.41%	25.92%	24.96%	100.00%
Sum of Total Sales						
Customer Channel	Column Labels	Qtr1	Qtr2	Qtr3	Qtr4	Grand Total
Key-Accounts		12.18%	11.83%	13.44%	13.07%	50.52%
Retail		5.52%	6.68%	5.13%	5.29%	22.62%
Pharmacies		3.57%	4.97%	4.74%	3.78%	17.07%
Whole-Sale		2.43%	1.93%	2.60%	2.83%	9.79%
Grand Total		23.71%	25.41%	25.92%	24.96%	100.00%
Total Sales Per Quarters						
Customer Channel	Quarters (Date)	Qtr1	Qtr2	Qtr3	Qtr4	Grand Total
Key-Accounts		51.38%	46.56%	51.86%	52.34%	50.52%
Retail		23.30%	26.28%	19.81%	21.18%	22.62%
Pharmacies		15.06%	19.56%	18.28%	15.16%	17.07%
Whole-Sale		10.26%	7.60%	10.05%	11.32%	9.79%
Grand Total		23.71%	25.41%	25.92%	24.96%	100%
Best Period Each Products Sold						
Customer Channel	Quarters (Date)	Qtr1	Qtr2	Qtr3	Qtr4	Grand Total
Key-Accounts		24.11%	23.42%	26.61%	25.86%	100%
Retail		24.42%	29.52%	22.69%	23.37%	100%
Pharmacies		20.93%	29.13%	27.77%	22.18%	100%
Whole-Sale		24.82%	19.73%	26.59%	28.86%	100%