



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

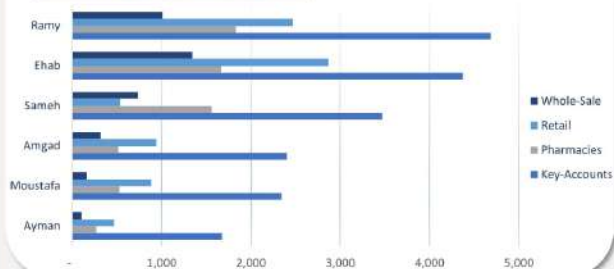
Number Of Customers

37,160

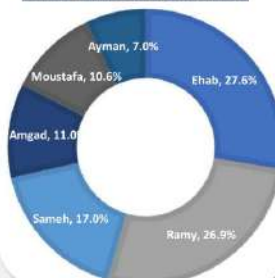
Customer AREA

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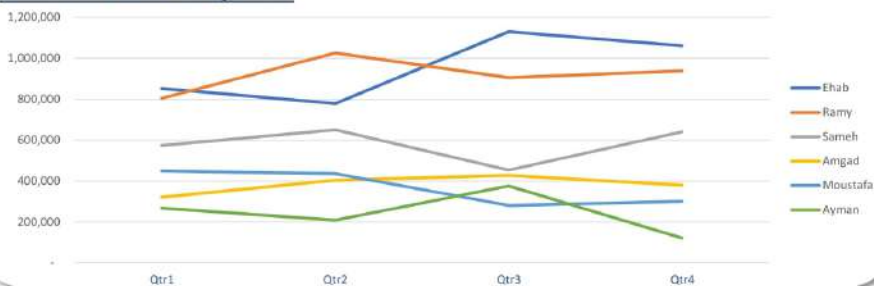
Salesmen's Reports Per Areas



Total Sales For Salemen



Salesmen's Sales Per Quarters





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

Sum of Total Sales	Column Labels							
Quarters	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	170,997	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	

Quantity Sold Per Saleman	Column Labels					
Salesmen Names	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	

Sum of Revenue	Column Labels					
Salesmen Names	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	

Sum of Total Sales Per Areas	Column Labels							
Salesmen Names	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%	



BEAUTY CARE



Products Dashboard 2023

Figures in millions of USD

Total Sales

\$ 13,794,404

Total Cost

\$ 336,598

Number Of Customers

37,160

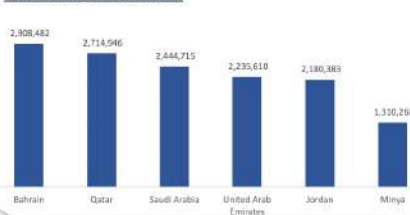
Orders Count

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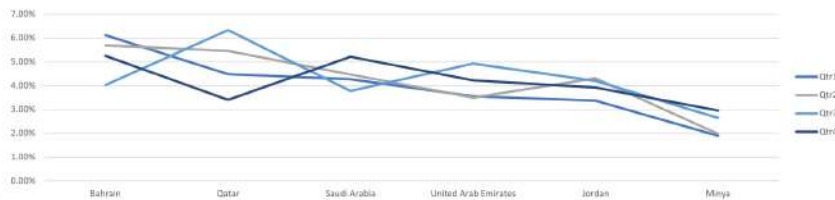
Total Sales Per Products



Total Sales Per Countries



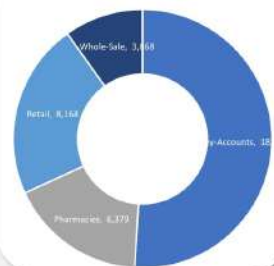
Product's Sales Per Areas



Quarters (Date)

Qtr1	Qtr2	Qtr3	Qtr4
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Total Sales Per Products



Total Sales Per Areas





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Sum of Total Sales	Sum of Cost	Sum of Revenue	Count of Quantity
13,794,404	336,598	13,457,806	980

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	Column Labels				
Countries	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	Column Labels				
Customers Channel	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	Quarters (Date)				
Customer Channel	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%
					100%

Best Period Each Products Sold	Quarters (Date)				
Customer Channel	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%