

SkinSeoul Product Assortment & Sales Strategy

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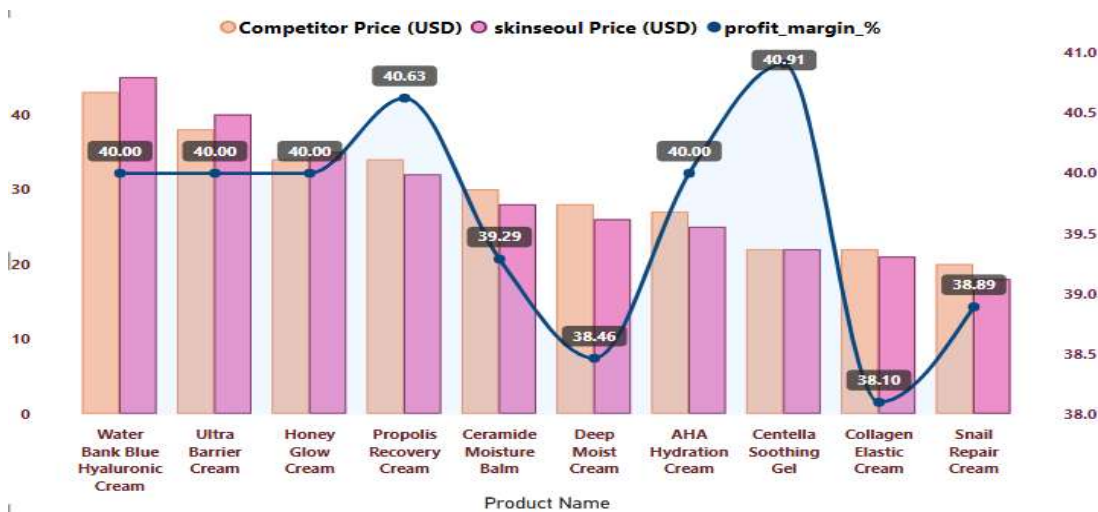
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1. Executive Summary

This report presents an innovative strategy to enhance SkinSeoul’s product assortment and sales performance. By leveraging data-driven insights, we propose dynamic pricing adjustments, strategic promotions, and advanced digital marketing initiatives to boost revenue and customer engagement.

Innovative Key Recommendations:

- AI-Powered Dynamic Pricing:** Implement smart pricing adjustments based on competitor trends, stock levels, and sales velocity.
- Seasonal & Thematic Promotions:** Introduce limited-time discounts, bundle offers, and seasonal campaigns to create urgency and increase purchase frequency.
- Influencer-Led Social Commerce:** Leverage Youtube and Instagram influencers to drive organic reach and engagement.



Figure_1: Price comparison and profit margin percentage

2. Pricing Strategy Analysis:

2.2 Stock-Based Adjustments

- AI-Driven Demand Forecasting:** Predict high-demand products and optimize inventory allocation.
- Strategic Inventory Management:** Prevent stockouts and overstock situations through better demand forecasting.

2.1 Competitor Price Comparison & Profitability Analysis:

Product Name	Price (USD)	Cost Price	Profit per Unit (USD)	Competitor Price (USD)	Pricing Adjustment Recommendation
AHA Hydration Cream	25	15	10	27	Increase to \$26 for better margins
Snail Repair Cream	18	11	7	20	Keep price competitive at \$18
Ultra Barrier Cream	40	24	16	38	Reduce to \$38 for competitiveness
Centella Soothing Gel	22	13	9	22	Maintain current pricing
Honey Glow Cream	35	21	14	34	Reduce to \$34 to match competitors
Ceramide Moisture Balm	28	17	11	30	Keep price at \$28 for healthy margin
Propolis Recovery Cream	32	19	13	34	Reduce to \$31 for better competition
Deep Moist Cream	26	16	10	28	Increase to \$27 for profitability
Collagen Elastic Cream	21	13	8	22	Maintain price for affordability
Water Bank Blue Hyaluronic Cream	45	27	18	43	Reduce to \$43 for price competitiveness

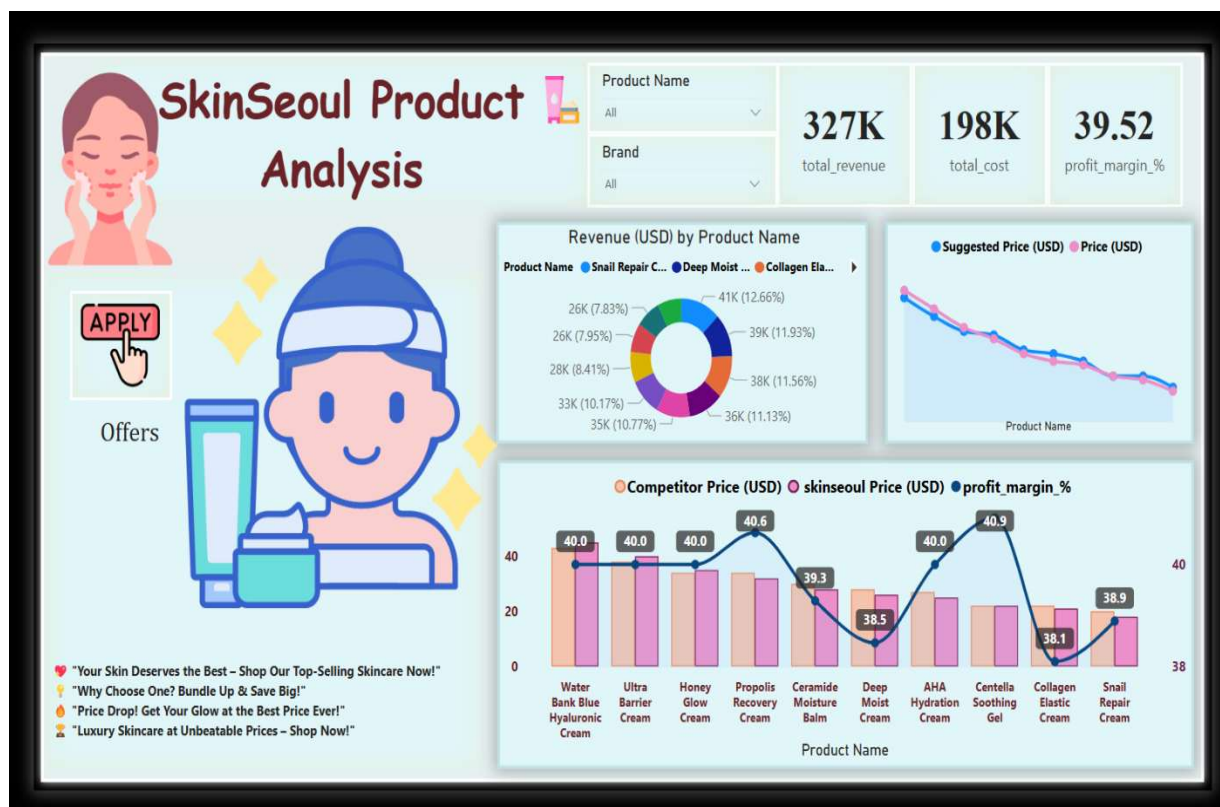


Figure :2 Power bi dashboard with some product analysis dashboard link below

Dashboard: https://app.powerbi.com/links/Oixo8hH77K?ctid=c6e549b3-5f45-4032-aae9-d4244dc5b2c4&pbi_source=linkShare

2.2 Stock-Based Adjustments

- **AI-Driven Demand Forecasting:** Predict high-demand products and optimize inventory allocation.
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3. Promotional Strategy

3.1 Hyper-Personalized Promotions

- **AI-Generated Discounts & Bundles:**
 - Offer a **10% discount** on Ultra Barrier Cream and Honey Glow Cream for high inventory clearance.
 - Create a **bundle offer** (Snail Repair Cream + Deep Moist Cream) using AI-driven recommendations.
- **Seasonal & Event-Based Marketing:**
 - Run a **Spring Hydration Sale** featuring Centella Soothing Gel and AHA Hydration Cream.
 - Launch exclusive discounts for loyal customers during special K-beauty events.

3.2 Advanced Marketing Strategy

- **Influencer-Driven Social Commerce:**
 - Partner with top beauty influencers to create authentic content.
 - Use short-form videos on Youtube and Instagram Reels to drive engagement.
- **AI-Powered Email & Loyalty Program:**
 - Implement predictive analytics to personalize email offers.
 - Introduce a gamified loyalty system where customers earn points for purchases and referrals.

4. Conclusion & Next Steps

- Implement pricing and promotional strategies in phases and track customer response.
- Strengthen engagement through influencer partnerships and community-driven marketing.
- Monitor sales performance post-promotions and refine strategies accordingly.
- Expand into additional digital channels, including beauty forums and niche e-commerce platforms.