



# Global skincare and Beauty E-store E-commerce

2020

2021

2022

2023

Overview

Products & Market

Customers & Strategy

FP20 ANALYTICS CHALLENGES

Sales

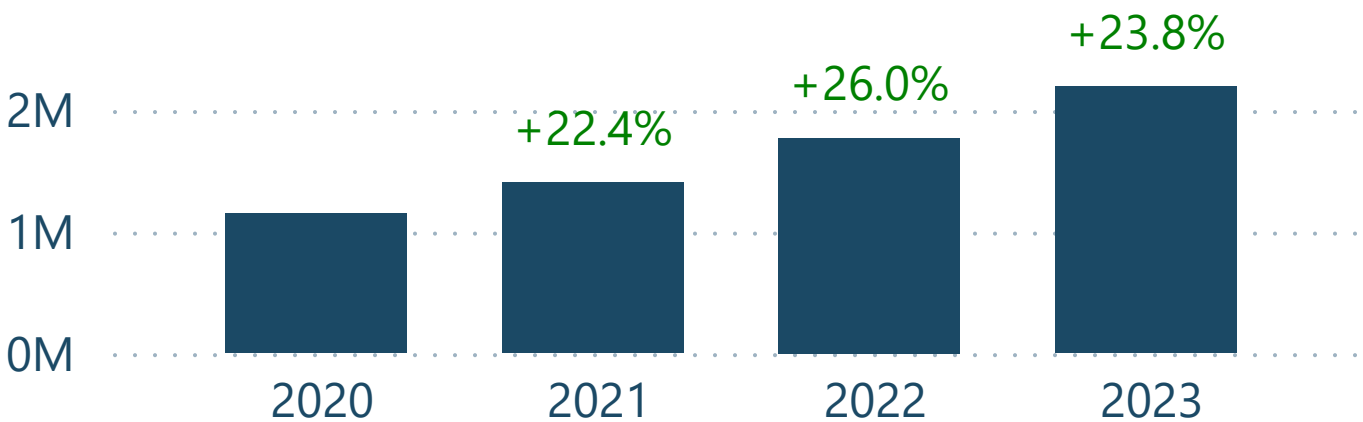
2.19M

Latest Year 2.19M

% Growth vs. Previous Year +23.8%

## Sales by Year

The target of 20% annual Sales growth was overachieved



Profit

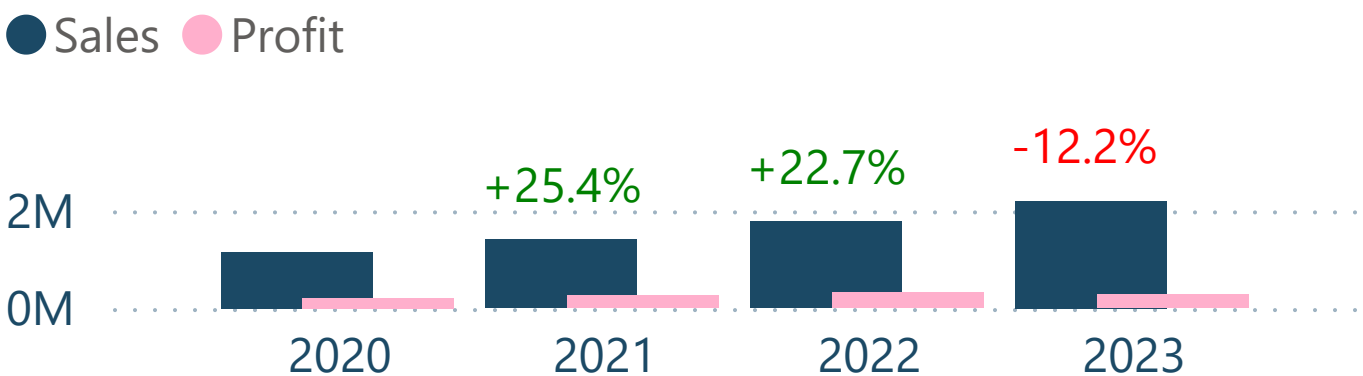
279.93K

Latest Year 279.93K

% Growth vs. Previous Year -12.2%

## Sales and Profit by Year

Profit margin dropped in 2013, missing the annual target of 15%



Quantity

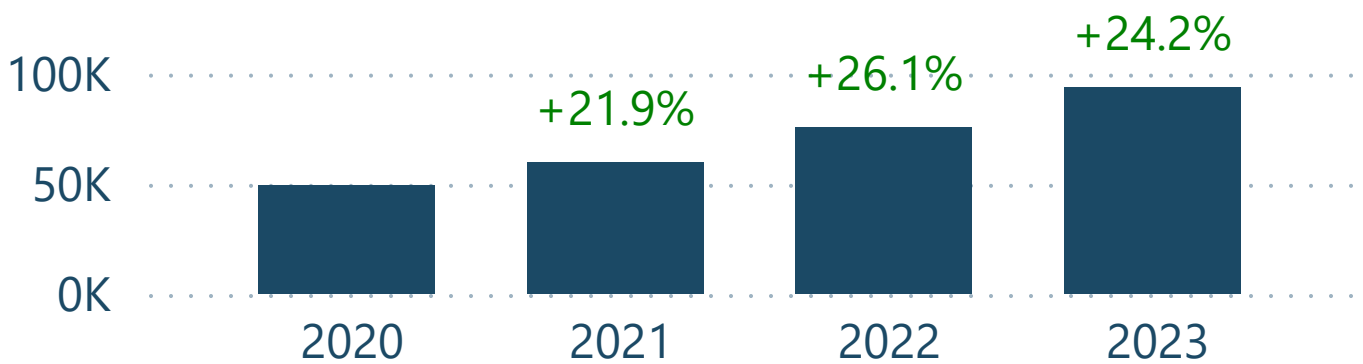
94K

Latest Year 94K

% Growth vs. Previous Year +24.2%

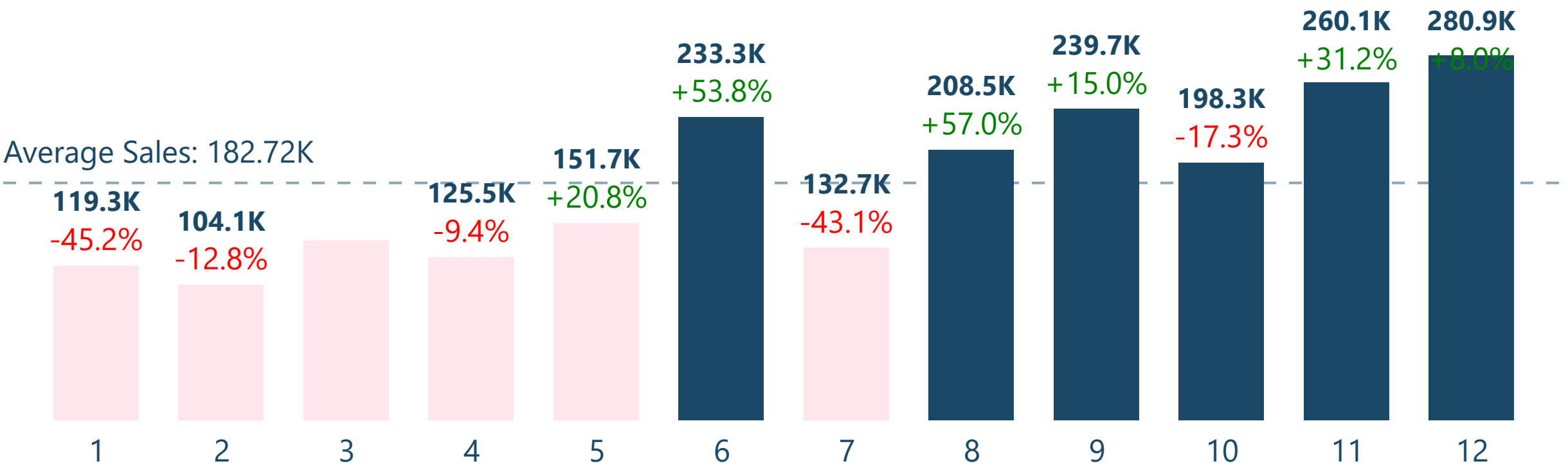
## Quantity and Quantity Growth vs. Previous Year by Year

Quantity sold increased over 20% yearly



## Sales by Month

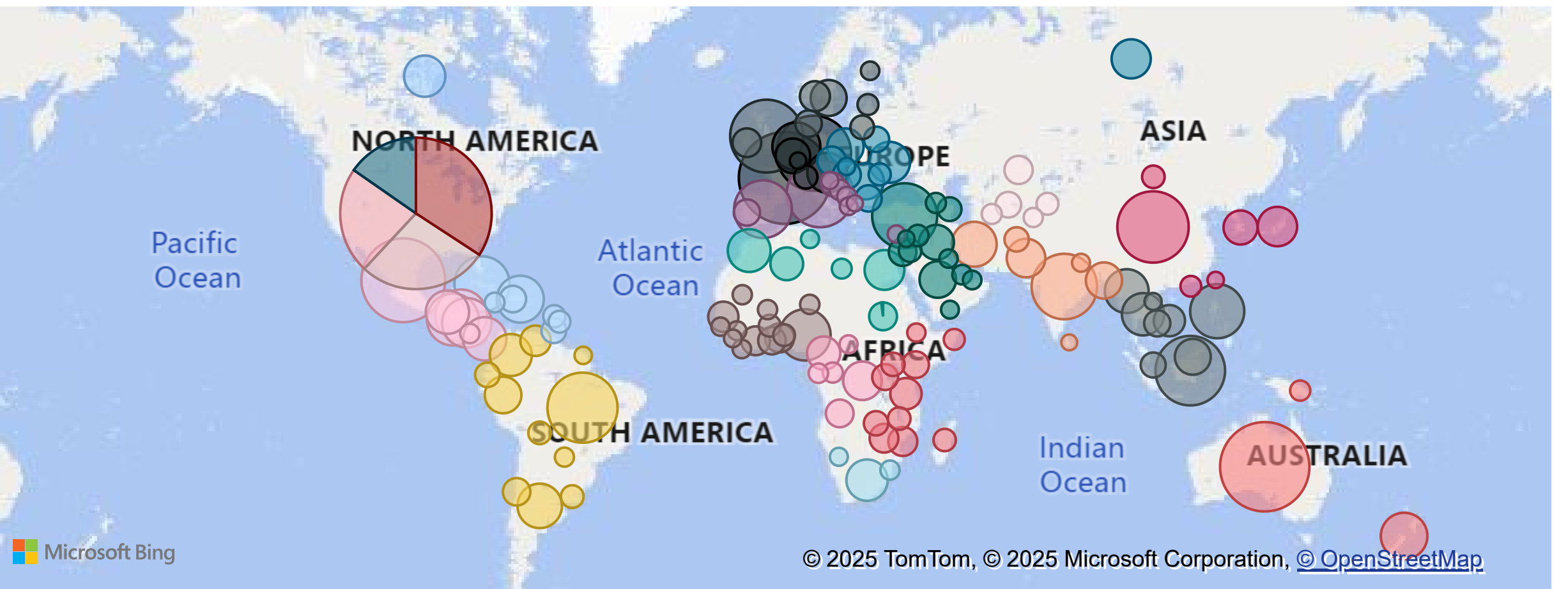
Sales tend to be higher in the later months of the year compared to the earlier months



## Sales by Country and Region

with drill-down Region > Country > State > City

Canada Caribbean Central ... Central ... Central ... Central ... Eastern ... Eastern ...





# Global skincare and Beauty E-store E-commerce

Year

All

Mon

All

Category

All

Subcategory

All

Clear all slicers

Overview

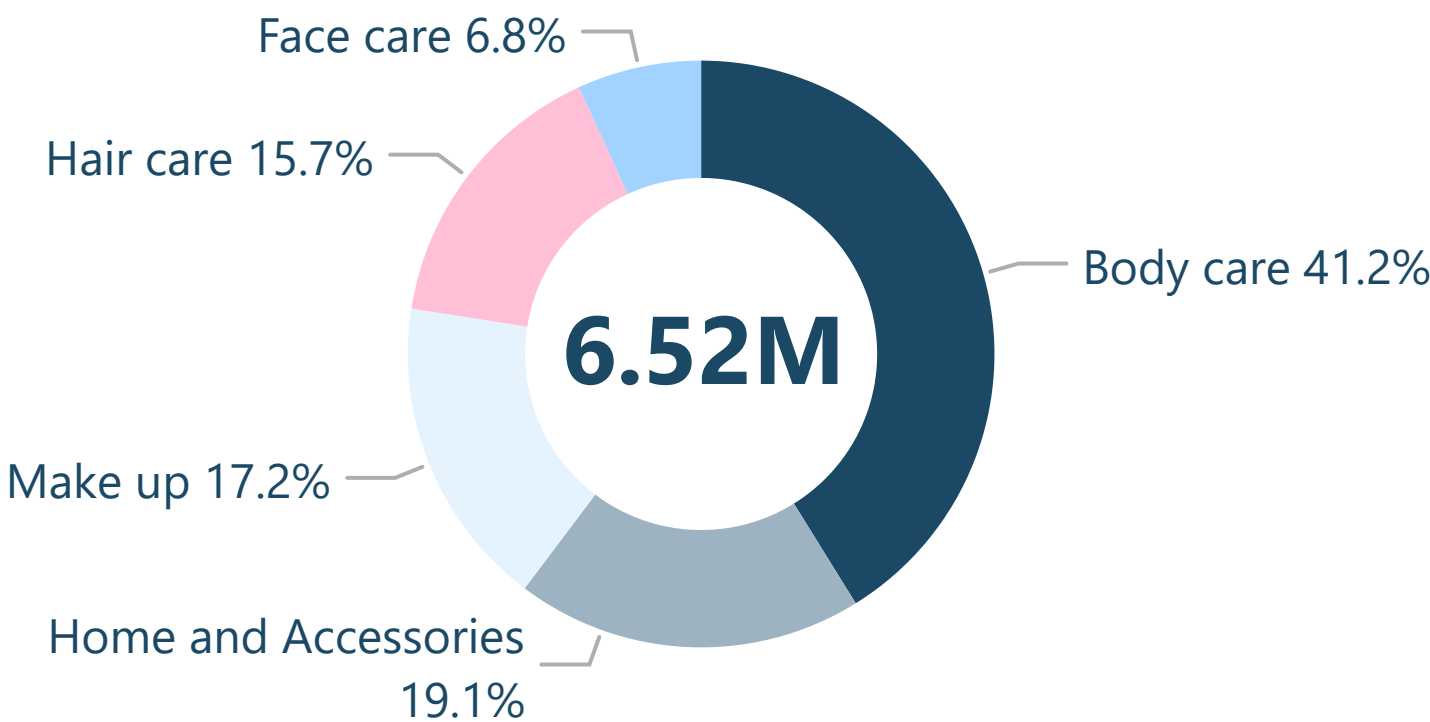
Products & Market

Customers & Strategy

Products

## Sales by Category

The best-selling category Body Care made up for over half of Profit



5  
Categories

17  
Subcategories

3576  
Products

## Peak Sales by Month and Day of Week

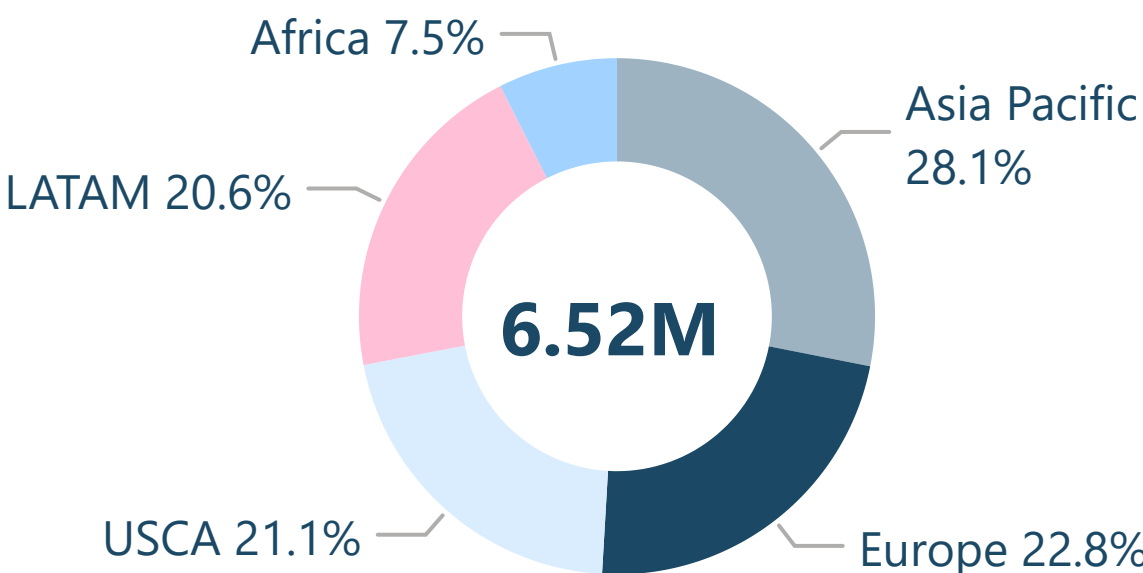
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Sun													1,146K
Mon													1,118K
Tue													1,233K
Wed													585K
Thu													132K
Fri													1,143K
Sat													1,162K
Total	331K	283K	377K	375K	466K	698K	435K	648K	712K	566K	796K	830K	6,518K



Markets

## Sales by Market

Asia Pacific lead across years, while Africa was by far the smallest market

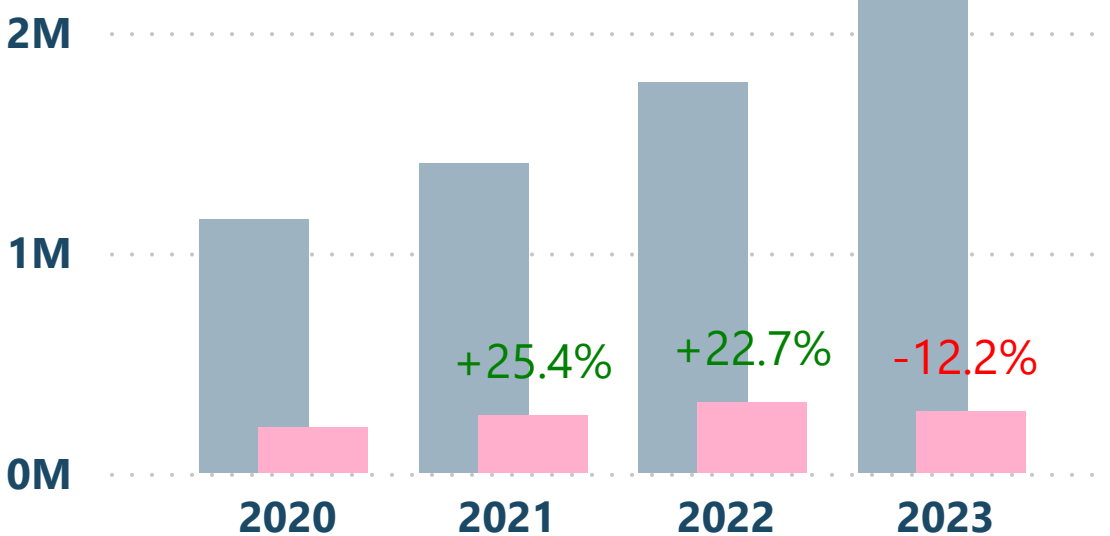


## Choose Market

Select all	Africa	Asia Pacific	Europe	LATAM	USCA
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## Sales, Profit, and Profit Margin by Year

● Sales ● Profit



## List Best Sellers By Quantity with drill-down Category > Subcategory > Product

Herbal Essences Bio was the Best-Seller in all Markets

Category	Quantity	Sales	After Discount	Profit	Profit Margin
<input checked="" type="checkbox"/> Body care	113437	2,682,942	2,262,185.88	590,907.78	22.0%
<input checked="" type="checkbox"/> Nail care products	33257	787,587	643,980.79	223,684.09	28.4%
<input checked="" type="checkbox"/> vitamins and supplements	18509	445,877	372,318.72	135,023.12	30.3%
<input checked="" type="checkbox"/> body moisturizers	13867	340,944	288,611.68	-18,237.92	-5.3%
<input checked="" type="checkbox"/> hand creams	13796	338,474	292,881.91	113,138.41	33.4%
<input checked="" type="checkbox"/> face masks and exfoliators	13627	314,972	273,658.90	-9,815.90	-3.1%
<input checked="" type="checkbox"/> bath oils, bubbles and soaks	12813	295,340	257,438.35	99,583.15	33.7%
<input checked="" type="checkbox"/> Body soaps and washes	7568	159,718	132,205.52	17,532.82	20.8%
Total	277778	6,517,674	5,565,083.10	1,065,413.65	16.3%



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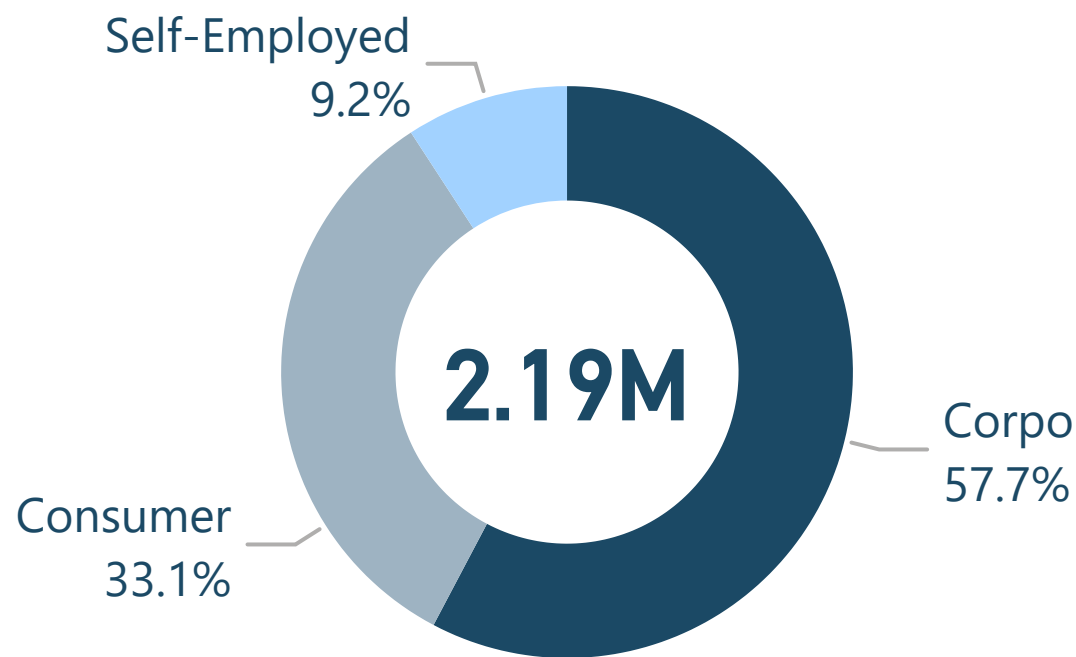
Overview

Products & Market

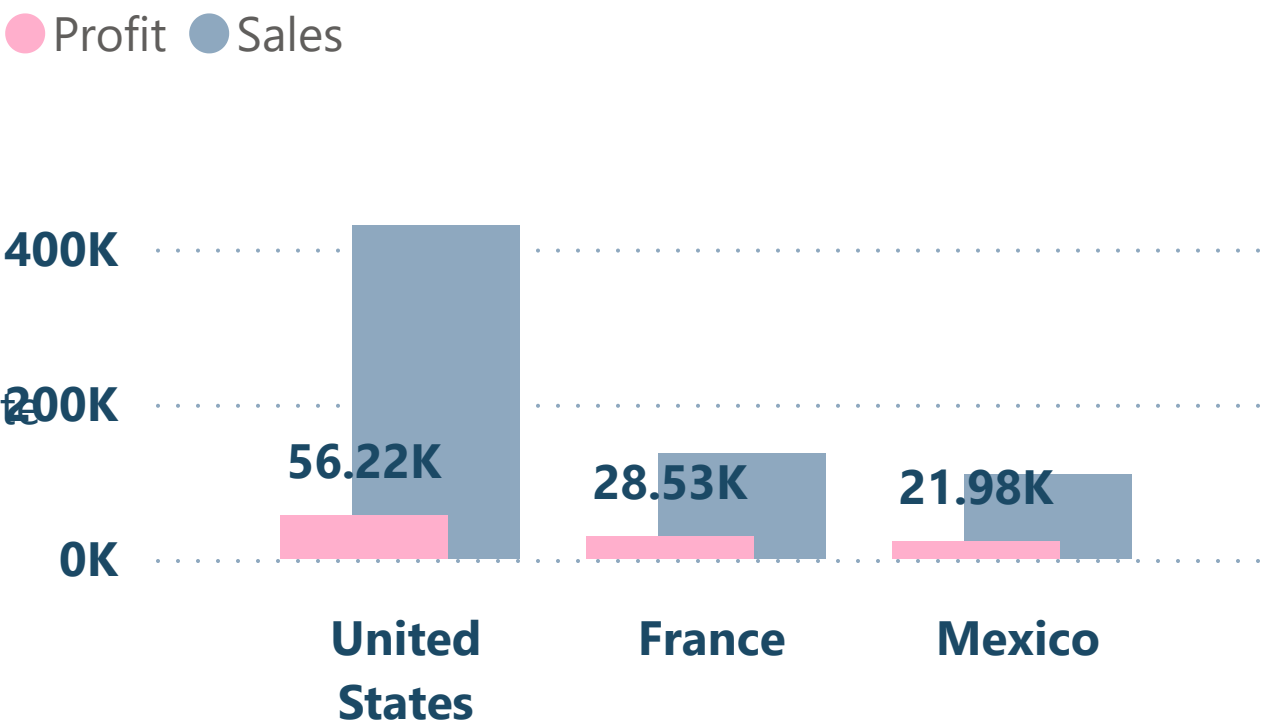
Customers & Strategy

Customers

## Profit by Segment



## Top 3 Countries by Profit vs Sales



## TOP 10 Customers who spent most by Sales

Choose Country

All

Customer ID	Sales	Profit	Profit Margin	Sales Latest Year
<div>+ LS-172001402</div>	7,351.00	2,429.40	33.0%	7,351.00
<div>+ RR-9525134</div>	5,900.00	-2,150.00	-36.4%	5,900.00
<div>+ YS-2188031</div>	5,622.00	1,536.30	27.3%	5,622.00
<div>+ FH-1436539</div>	5,189.00	1,746.10	33.7%	5,189.00
<div>+ DJ-1351018</div>	4,754.00	567.98	11.9%	4,754.00
<div>+ DR-128801404</div>	4,746.00	939.15	19.8%	4,746.00
<div>+ HK-1489018</div>	4,630.00	-210.00	-4.5%	4,630.00
<div>+ BS-1136518</div>	4,546.00	1,501.74	33.0%	4,546.00
<div>+ AM-10360101</div>	4,517.00	-693.60	-15.4%	4,517.00
<div>+ NH-1861059</div>	4,311.00	-230.27	-5.3%	4,311.00

2020

2021

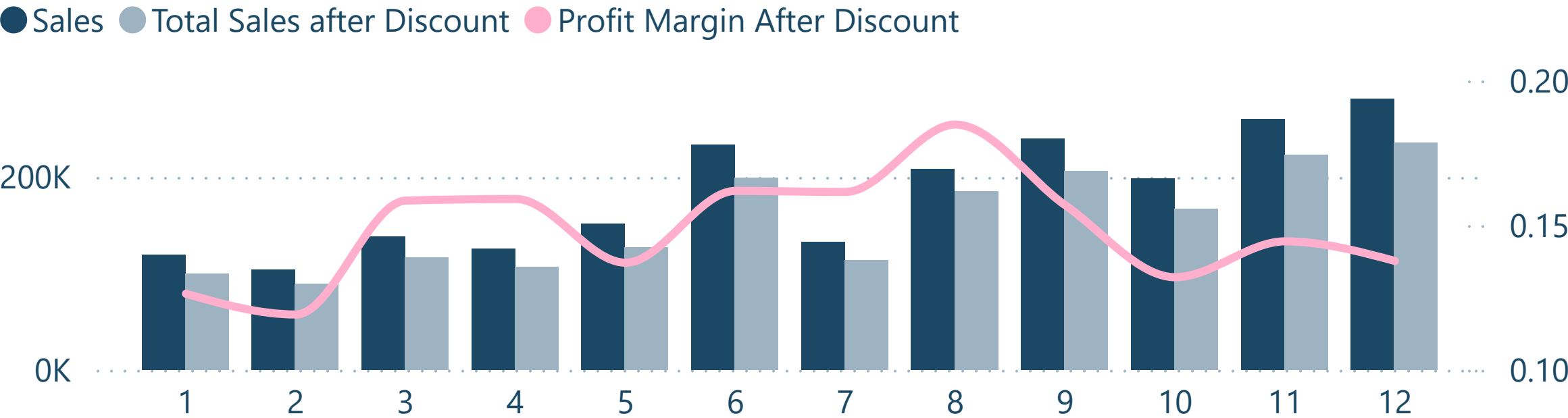
2022

2023

Thuy Linh Nguyen

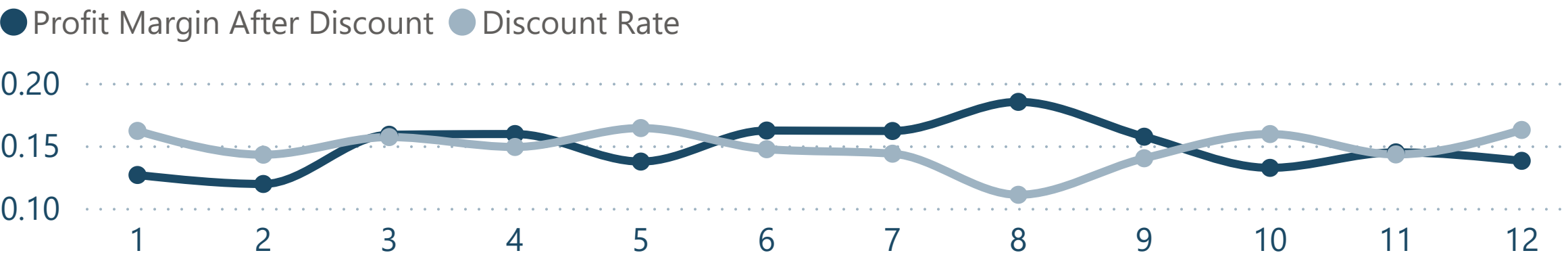
Strategy

## Sales, Total Sales after Discount and Profit Margin After Discount by Month

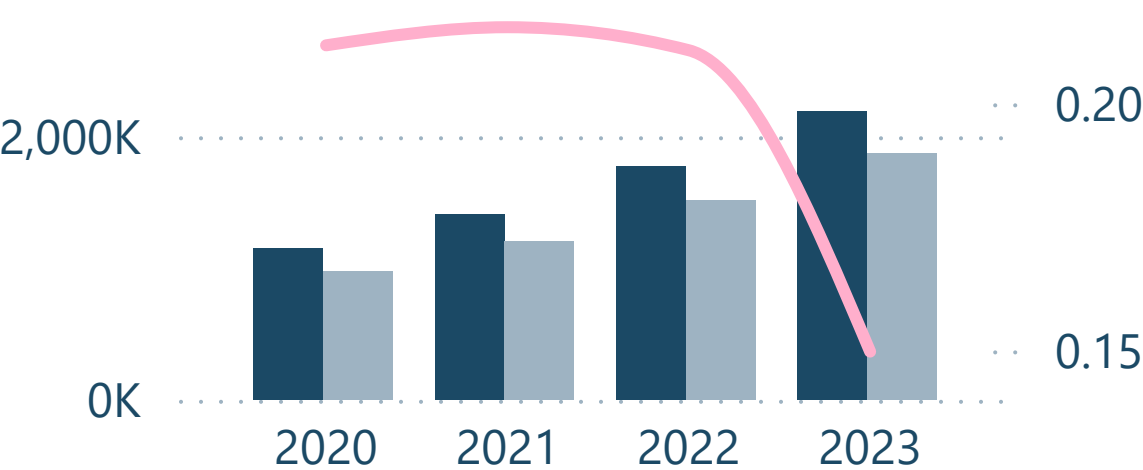


## Profit Margin After Discount and Discount Rate by Month

The company prefers maintaining consistent profits over offering large discounts



## Sales, Total Sales after Discount and Profit Margin After Discount by Year



Did we have a good discount strategy last a few years?

**Total Sales** and **Profit Margin After Discount** were stable from **2020** to **2022**, but in **2023**, while sales increased, the **Profit Margin After Discount** dropped significantly, suggesting the discount strategy may need adjustments to maintain profitability.