Beauty Cosmetics Product Data Analysis Report

Dataset Overview: The dataset contains information about various beauty cosmetic products with attributes including Product Name, Brand, Category, Usage Frequency, Price in USD, Rating, Number of Reviews, Product Size, Skin Type, Gender Target, Packaging Type, Main Ingredient, Cruelty-Free status, and Country of Origin.

Kaggle Dataset Link: Beauty Cosmetics Dataset

Key Business Questions and Insights

1. **What are the top 10 most reviewed products?**
2. **Which top 10 brands has the highest average ratings?**
3. **How is product usage frequency distributed across categories?**
4. **What are the most common skin types targeted?**
5. **What packaging types are most common among top-rated products (Rating > 4.5)?**

Dashboard Overview

Header: - Title - Slicers for Brand, Category, Country, Gender

Cards: - Average Rating - Average Price

Visuals: - Top 10 Products by Reviews (Bar Chart) – Top 10 Avg Rating by Brand (Column Chart) - Skin Type by Product (Pie Chart) - Usage Frequency by Category (Stacked Bar)

Conclusion: This analysis helped uncover valuable trends in cosmetic product reviews, pricing, packaging preferences, and ethical considerations. It supports better inventory decisions, marketing strategies, and product development based on data-driven insights.