Personal Beauty Brand Project

Business: *AllAboutYou*

GROUP MEMBERS:

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Instruction of Term Project

- The beauty brand used in the project is the company we created by ourselves and the data in the analysis is also fabricated.

- The dataset includes 9 tables and 251 data in total.

- The analysis tool we used is SQL.
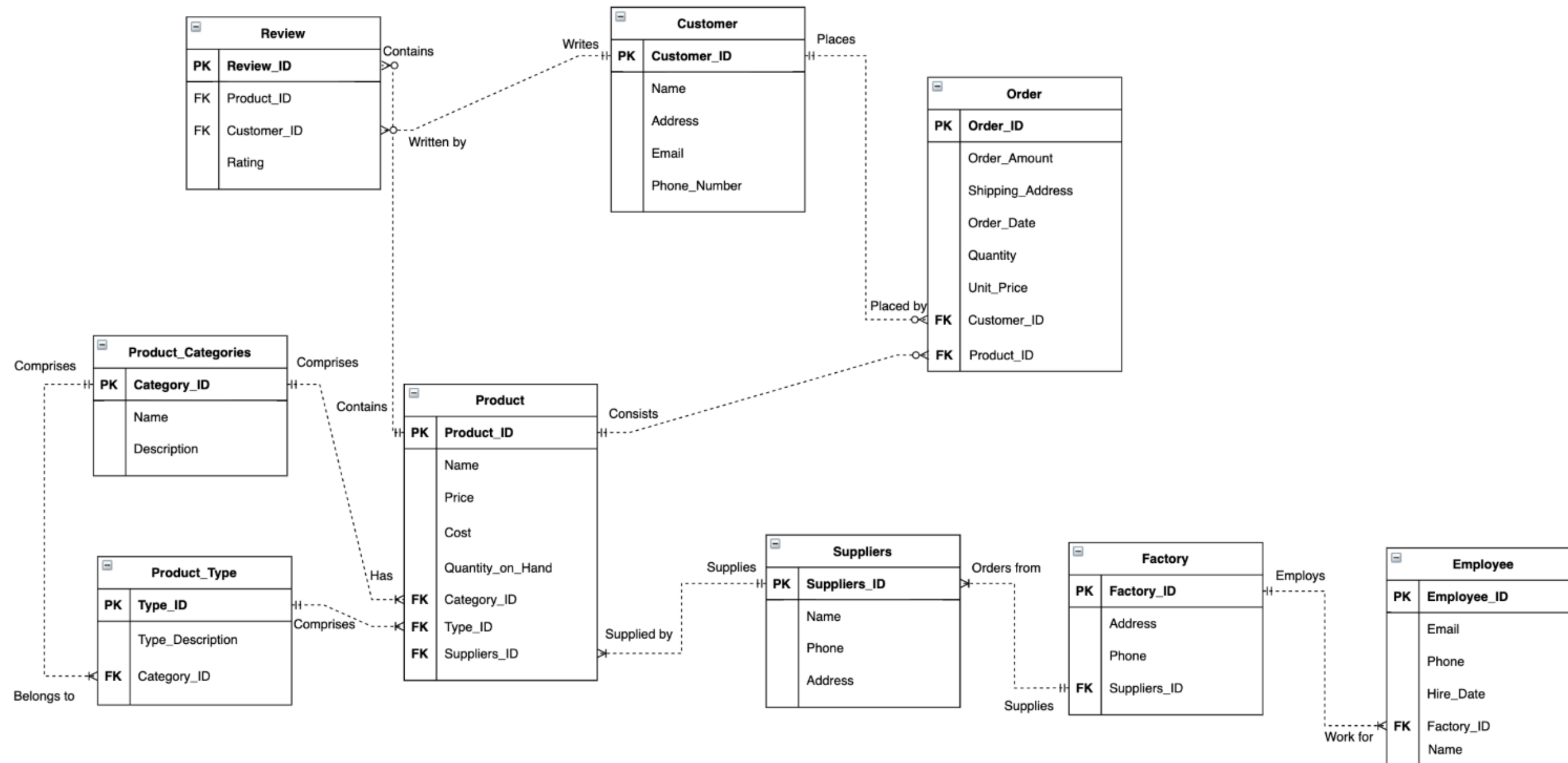
Business Introduction

Our business is called *AllAboutYou* which is a personal beauty and daily care business established in 2018.

AllAboutYou is operated as an e-commerce retail business in the United States through our official website: https://allaboutyou.com

For now, we already have 20 products in total for 5 different product categories.

Entity Relationship Diagram

AllAboutYou ERD

The System and Sub-systems

The general system is how the business can reach its customers.

The sub-systems include three parts:

- *Customers* place orders through our websites

- *Products* are spread over several categories and types

- *Suppliers* transport products to our warehouse from where we get them delivered to our customers.
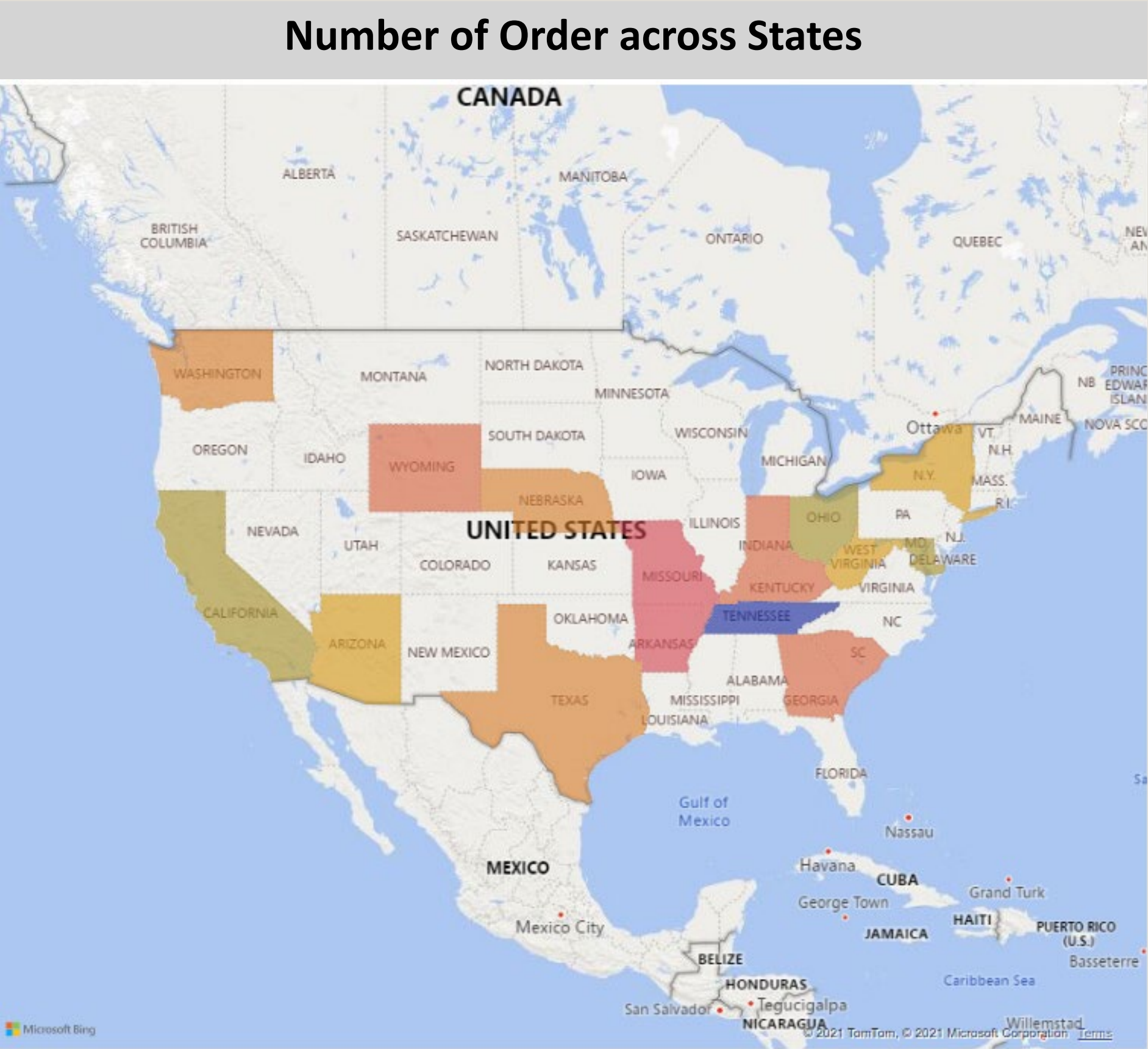
Customer Sub-system

Distribution of orders across the states in US

- The query's output:

State	Number_of_Order
TN	9
MD	6
CA	6
OH	6
NY	4

- Tennessee has the highest orders placed
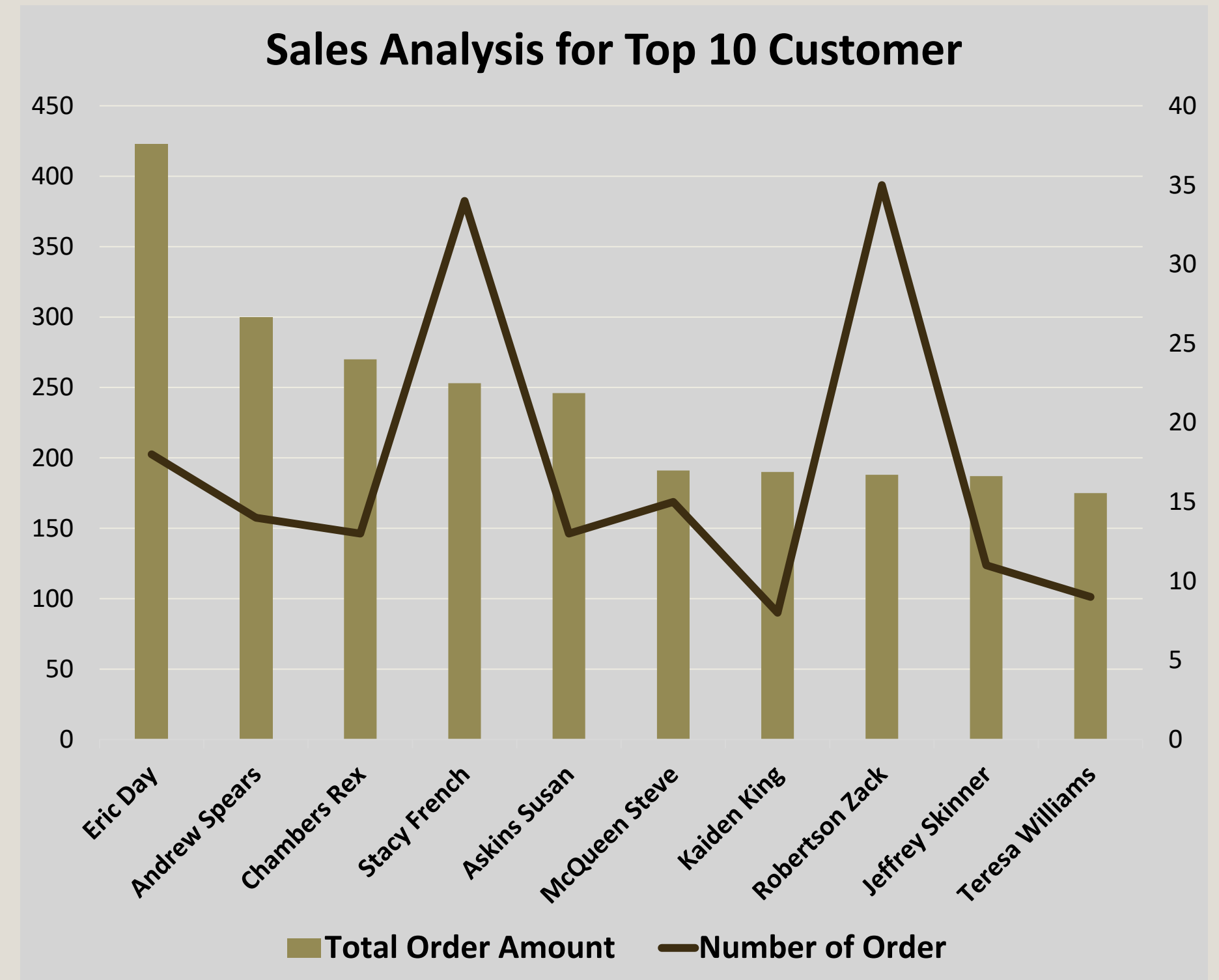- Missouri and Arkansas have the least number of orders placed

Number of Order across States

Average rating for different products

- Highest rated product: Tea Tree Shower Gel
- Lowest rated product: Eyebrow Pencil

Product Average Rating

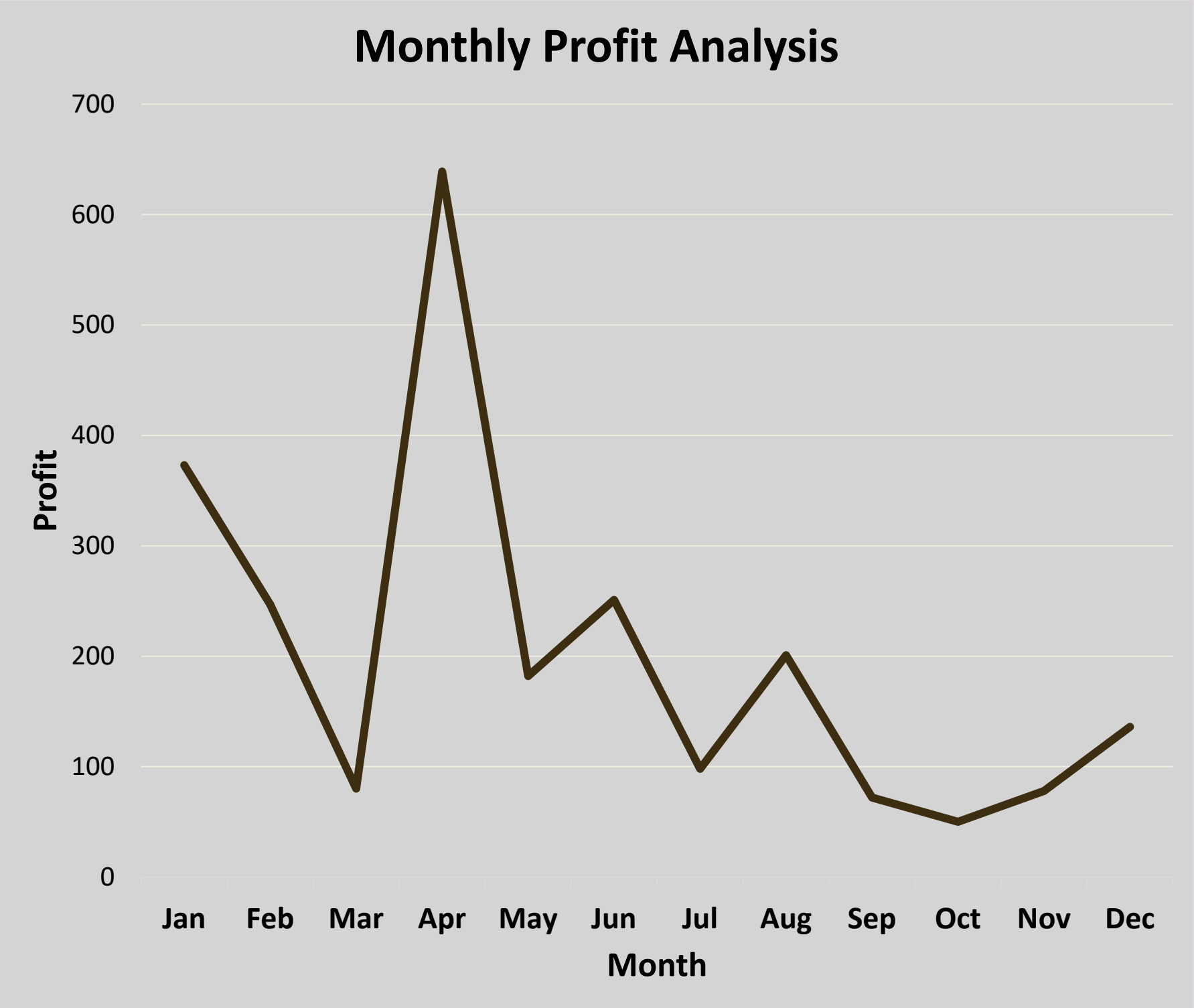| Product	Average Rating
tea tree shower gel	4.7
rice water face cream	4.3
aloe hand lotion	3.9
green tea seed eye cream	3.6
my palette highlighter	3.5
skinny microliner	3.3
peach face wash	3.0
rose water body lotion	3.0
sparkle eyeshadow	3.0
coconut shampoo	2.5
coconut conditioner	2.5
hemp feet cream	2.4
eyebrow pencil	2.3

Understanding profitable customers for the business

- Eric Day contributes the most profit with total order amount $423 with 18 items

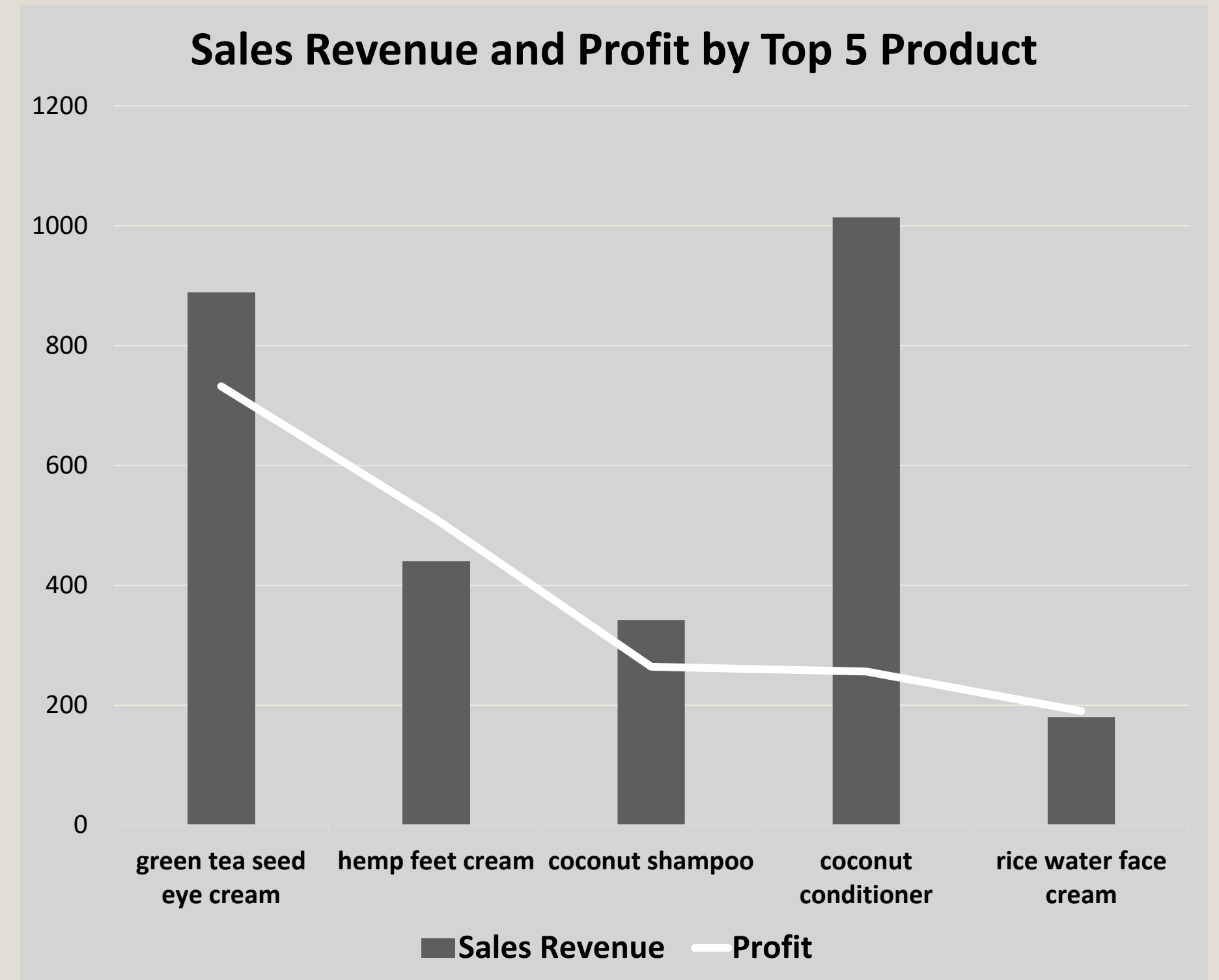- Robertson Zack ordered the most (35 items), but his order amount is relatively low

Sales Analysis for Top 10 Customer

Legend: Total Order Amount, Number of Order

Product Sub-system

Overall profit analysis across month

- Highest profit month: April
- Lowest profit month: October

Monthly Profit Analysis

Profit and sales revenue across top 5 products

- Highest sales revenue: Coconut Conditioner
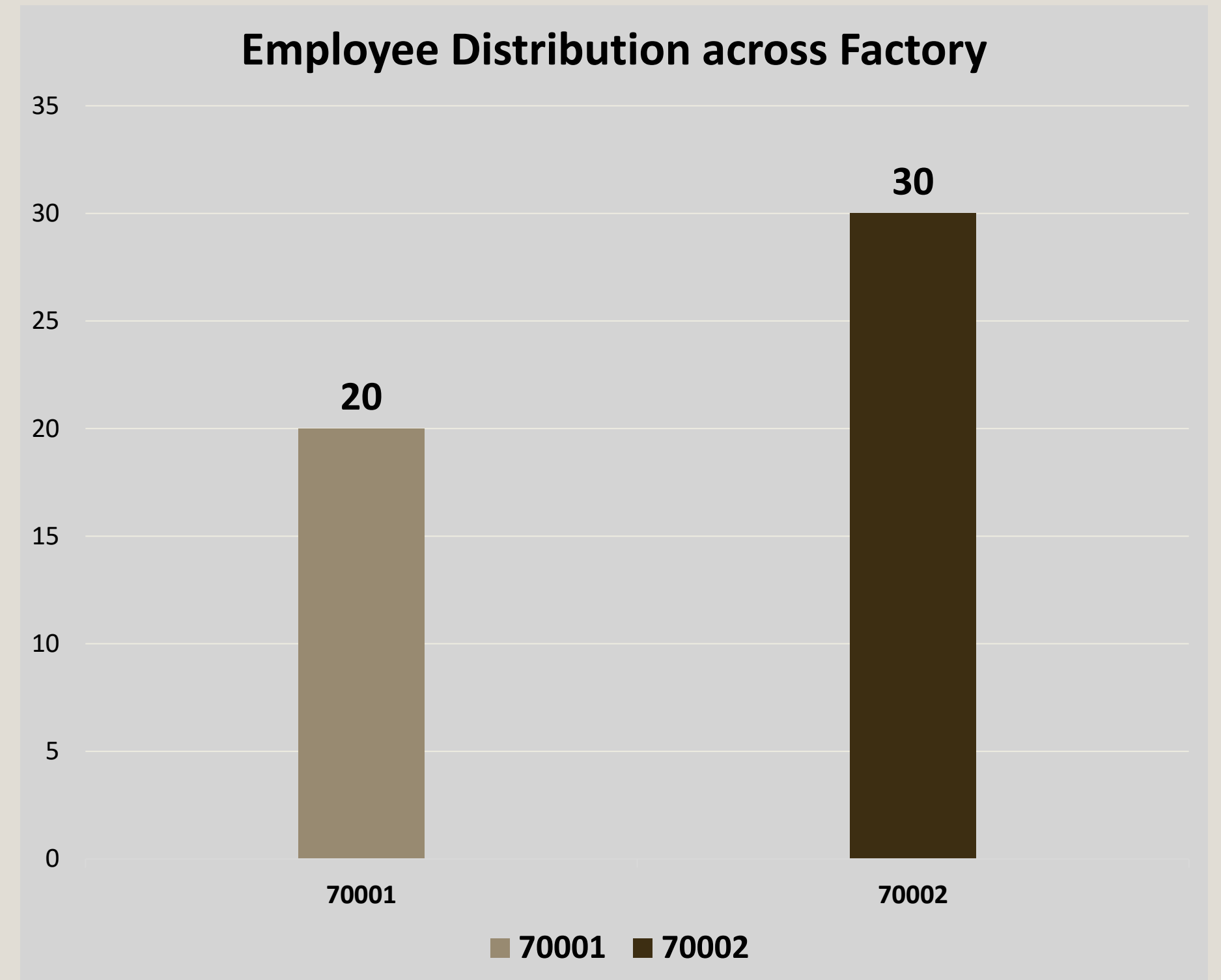- Most profitable product: Green Tea Seed Eye Cream

Sales Revenue and Profit by Top 5 Product

Legend: Sales Revenue, Profit

Number of orders received by product

- Most orders received for Coconut Conditioner
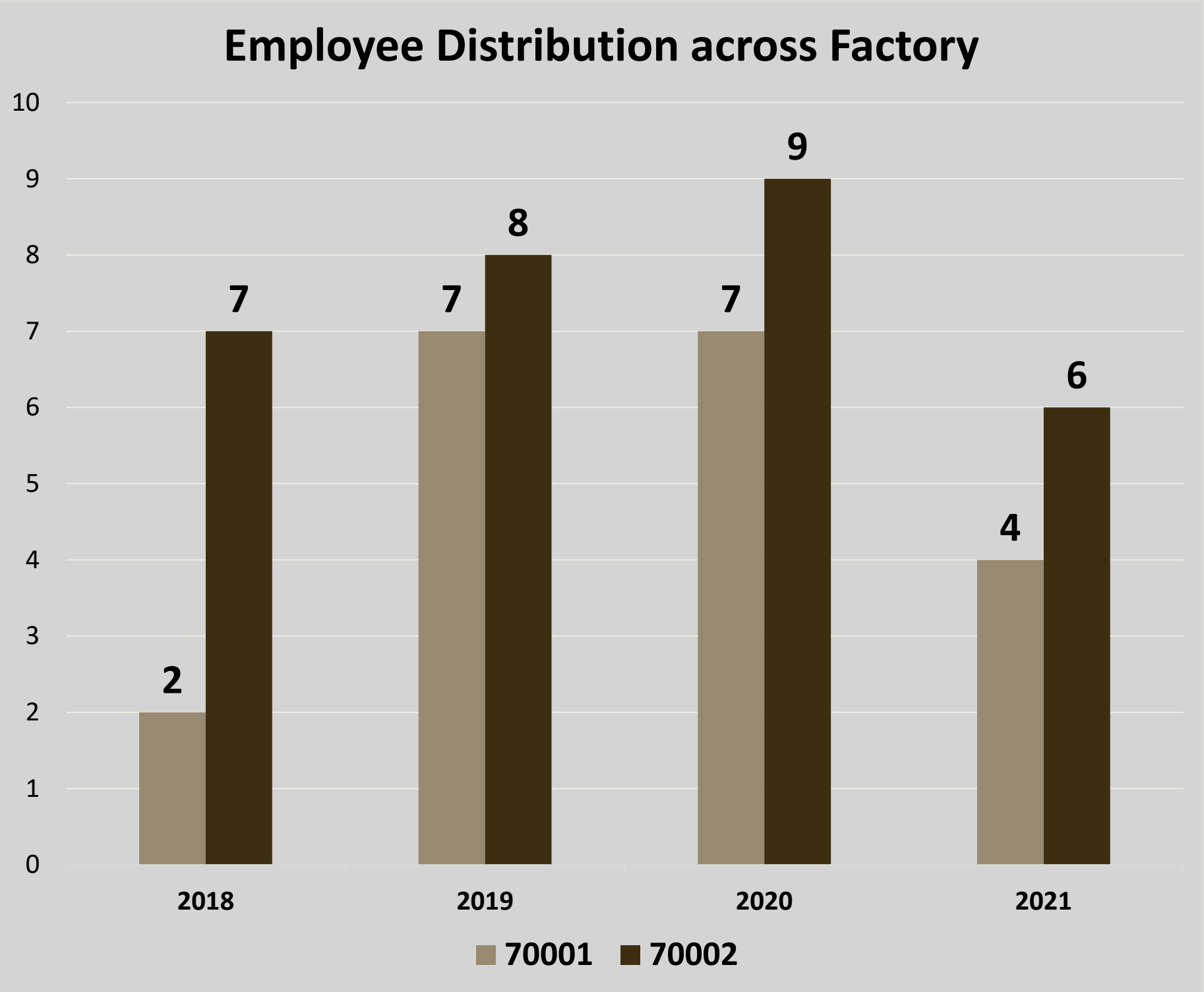- Least orders received for Tea Tree Shower Gel

Number of Order by Product

Product	Number of Orders
coconut conditioner	64
green tea seed eye cream	61
hemp feet cream	34
my palette highlighter	28
aloe hand lotion	27
coconut shampoo	24
rice water face cream	19
eyebrow pencil	15
skinny microliner	14
rose water body lotion	13
peach face wash	9
sparkle eyeshadow	9
tea tree shower gel	3

100%

4.7%

Supplier Sub-system

Distribution of total employees in both the factories

- Factory 70002 hires more employees than Factory 70001
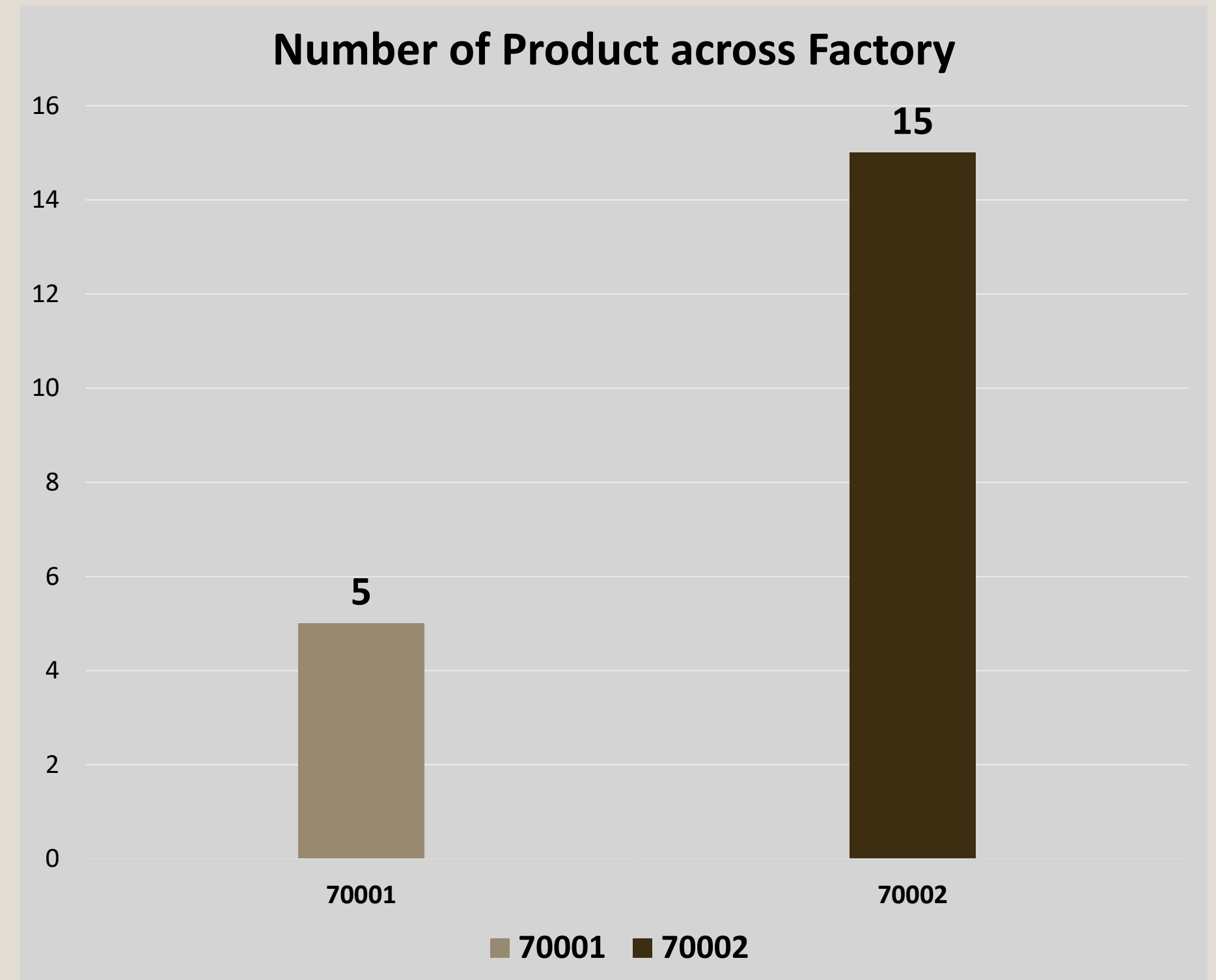
Employee Distribution across Factory

Number of employees hired across the years in the two factories

- From Covid-19, the number of employees hired remains to be the same for Factory 70001
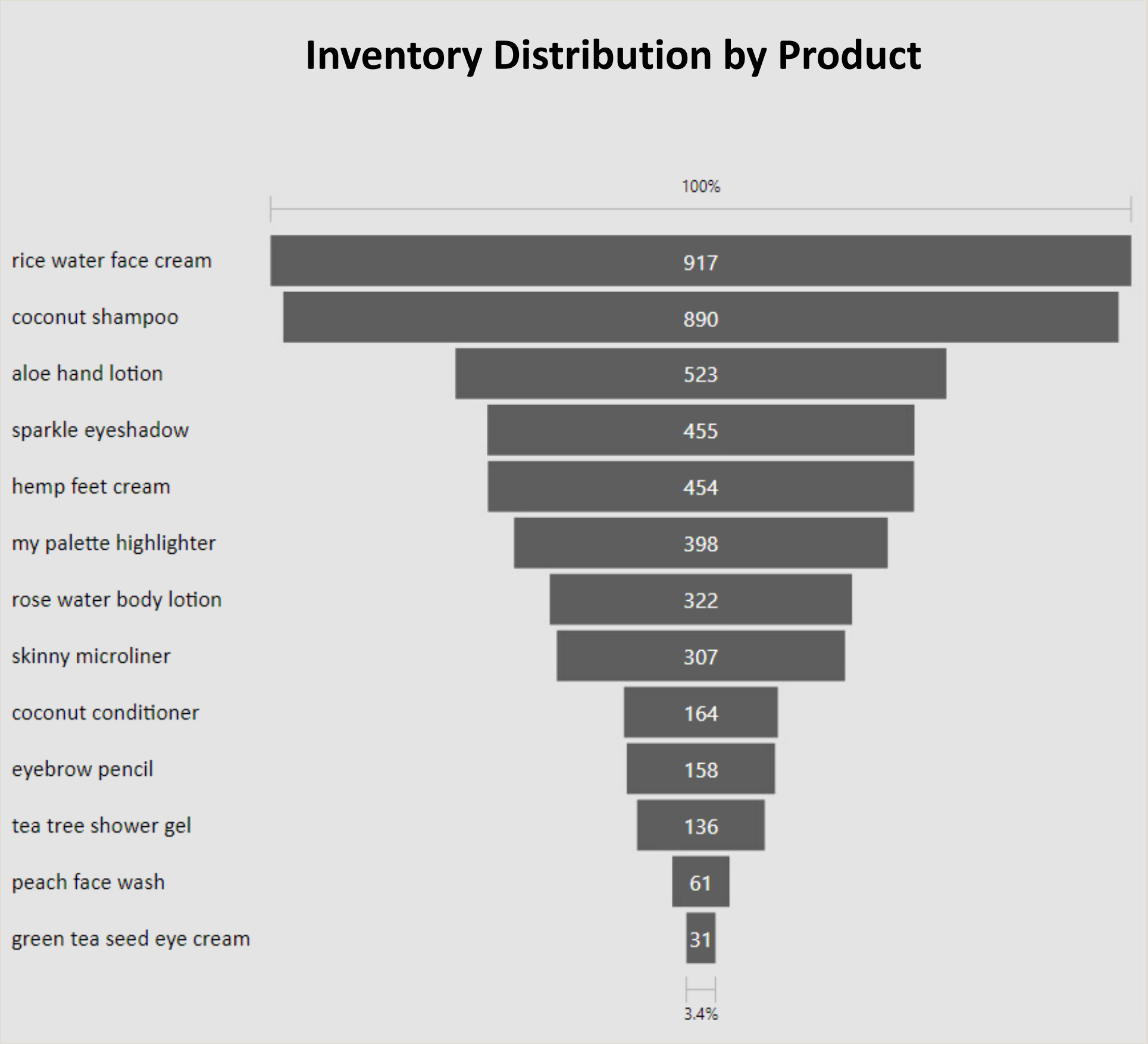
Employee Distribution across Factory

Number of products produced in each factory

- More products are produced in factory 2
- Use this information to see if switching of more in demand product to another factory is necessary

Number of Product across Factory

Inventory distribution across products

- Highest inventory: Rice Water Face Cream
- Least inventory: Green Tea Seed Eye Cream

Inventory Distribution by Product

Conclusion

From the above queries and data extraction, we have analyzed the general business performance of the AllAboutYou business including assessing its systems and sub-systems. The queries helps understand important aspects of business such as:

- Analyzing business performance
- Assessing systems and sub-systems functions
- Highest performing states
- Most profitable products
- Number of employees in different factories