2024 — SEPHORA — THE BEAUTY AUTHORITY

RETURN POLICY
E V A L U A T I O N

Mai Ngo

IS 549
Data Warehousing
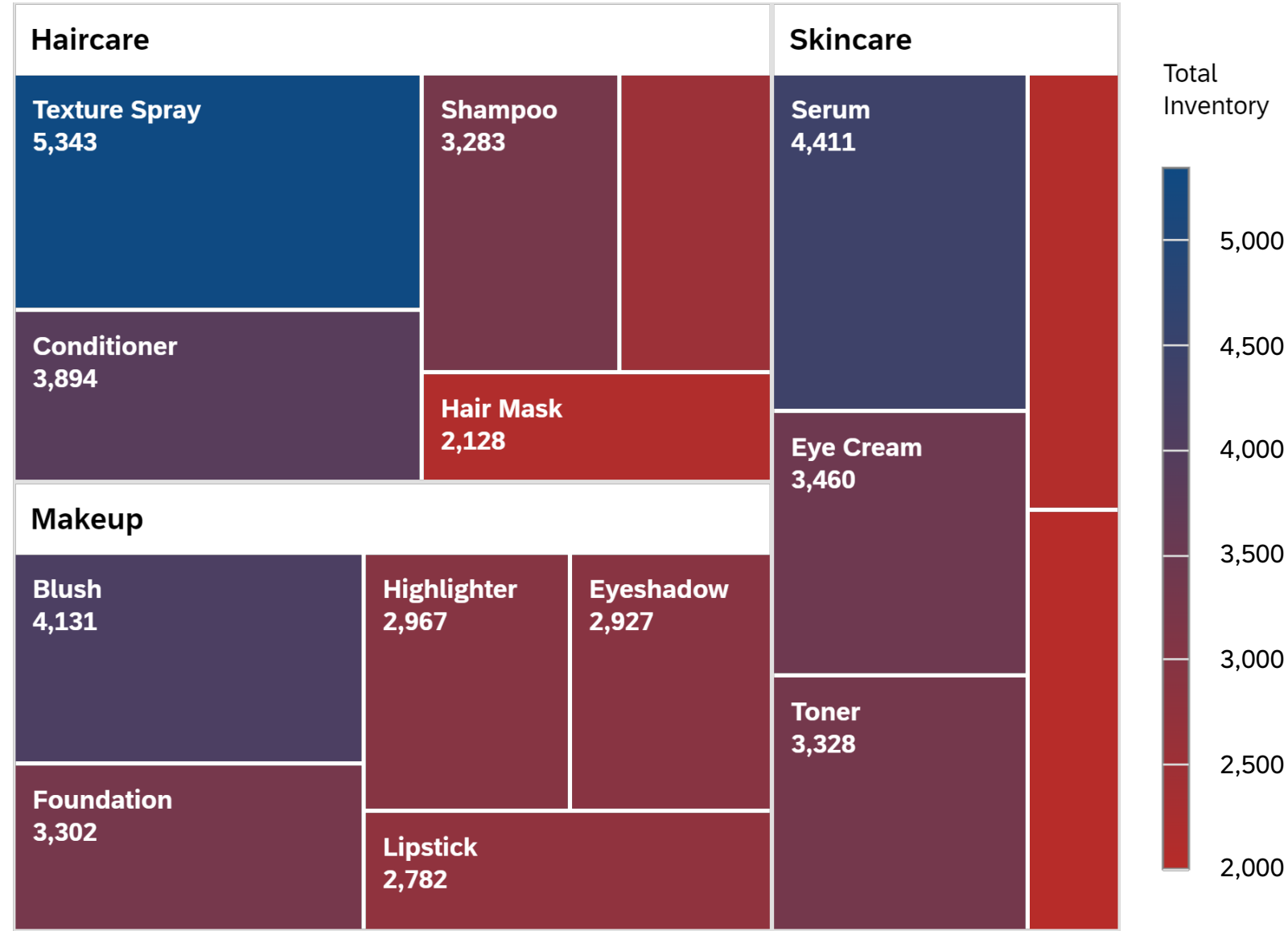
Total Sales by Membership Status and Product Type

Legend: ■ Haircare ■ Makeup ■ Skincare

Membership	Skincare	Makeup	Haircare	Total
Insider	136,850	147,510	155,070	439,430
None	122,940	132,900	146,370	402,210
Rouge	129,300	146,690	147,150	423,140
VIB	134,770	136,930	149,190	420,890
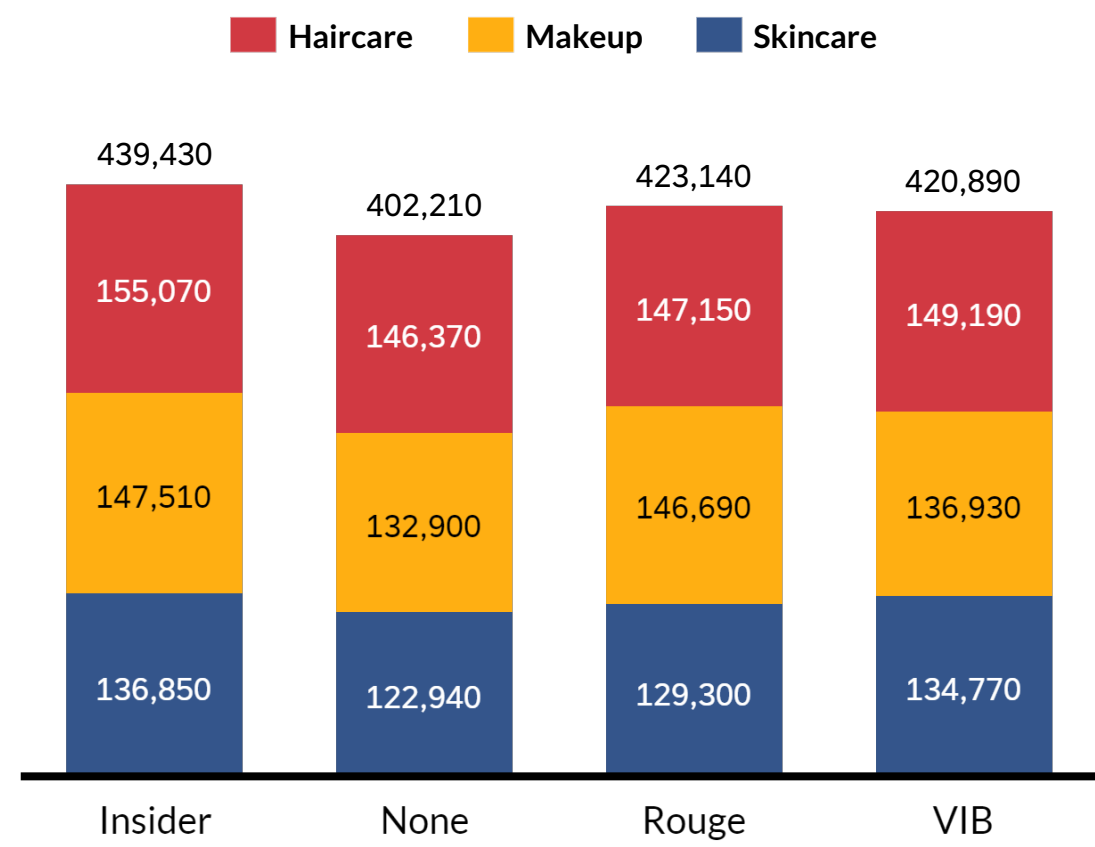
Total Sales by Quarter

Quarter	Q1	Q2	Q3	Q4
Measures				
Total Sales ($)	421,340	418,380	431,530	414,420
Product Quantity	6,446	6,378	6,618	6,291
Product Value ($)	50,280	48,710	49,210	48,030

- Surprisingly, Makeup products are the second most popular.
- Insider members spend the most, followed by Rouge and then VIB members.
- Sales have been fluctuating throughout the year.

End of Year Product Inventory

Haircare:
- Texture Spray 5,343
- Shampoo 3,283
- Conditioner 3,894
- Hair Mask 2,128

Makeup:
- Blush 4,131
- Highlighter 2,967
- Eyeshadow 2,927
- Foundation 3,302
- Lipstick 2,782

Skincare:
- Serum 4,411
- Eye Cream 3,460
- Toner 3,328

Total Inventory scale: 2,000 – 5,000

Inventory by Quarter

Measures	Total Inventory	Return Restock Quantity	Return Quantity
Quarter			
Q1	27,069	1,901	3,897
Q2	38,826	2,061	4,035
Q3	50,940	2,139	4,243
Q4	48,570	2,168	4,349

- The high inventory levels in Haircare products despite being the most purchased suggest low inventory turnover.
- Quarterly data reveals an increasing trend in total inventory and resalable returned products from Q1 to Q3. This potentially due to Spring sales events.
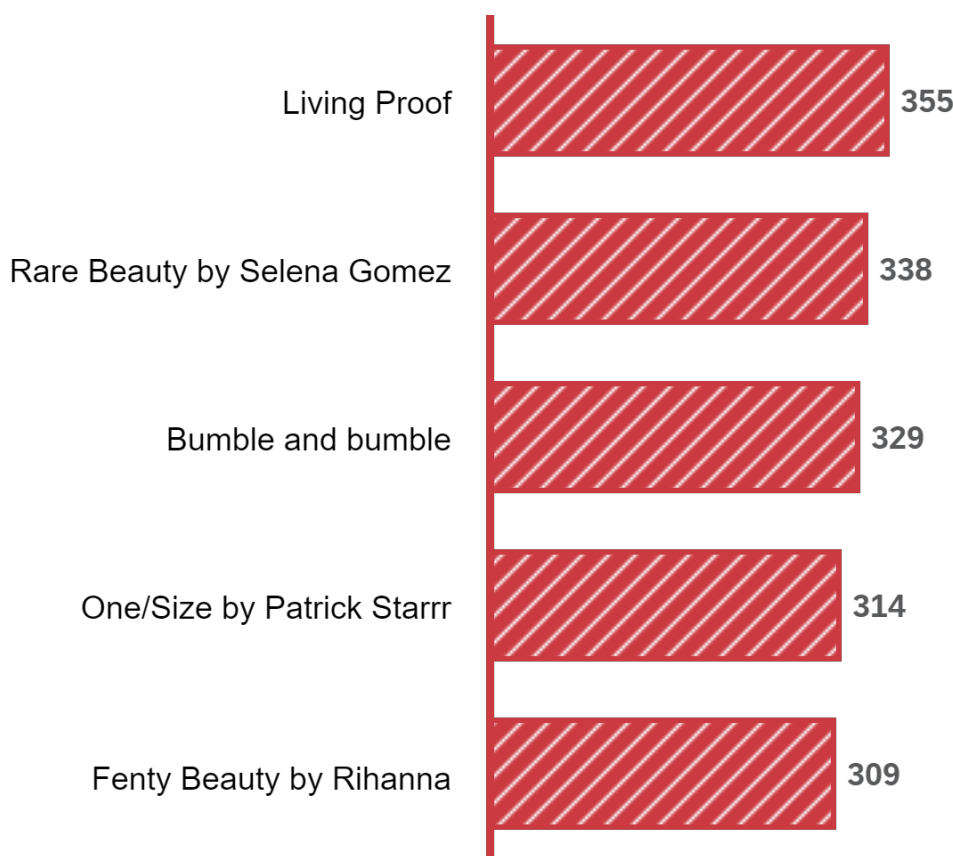- On average, approximately 50% of returned products are resalable each quarter.

Total Product Return by Membership Status

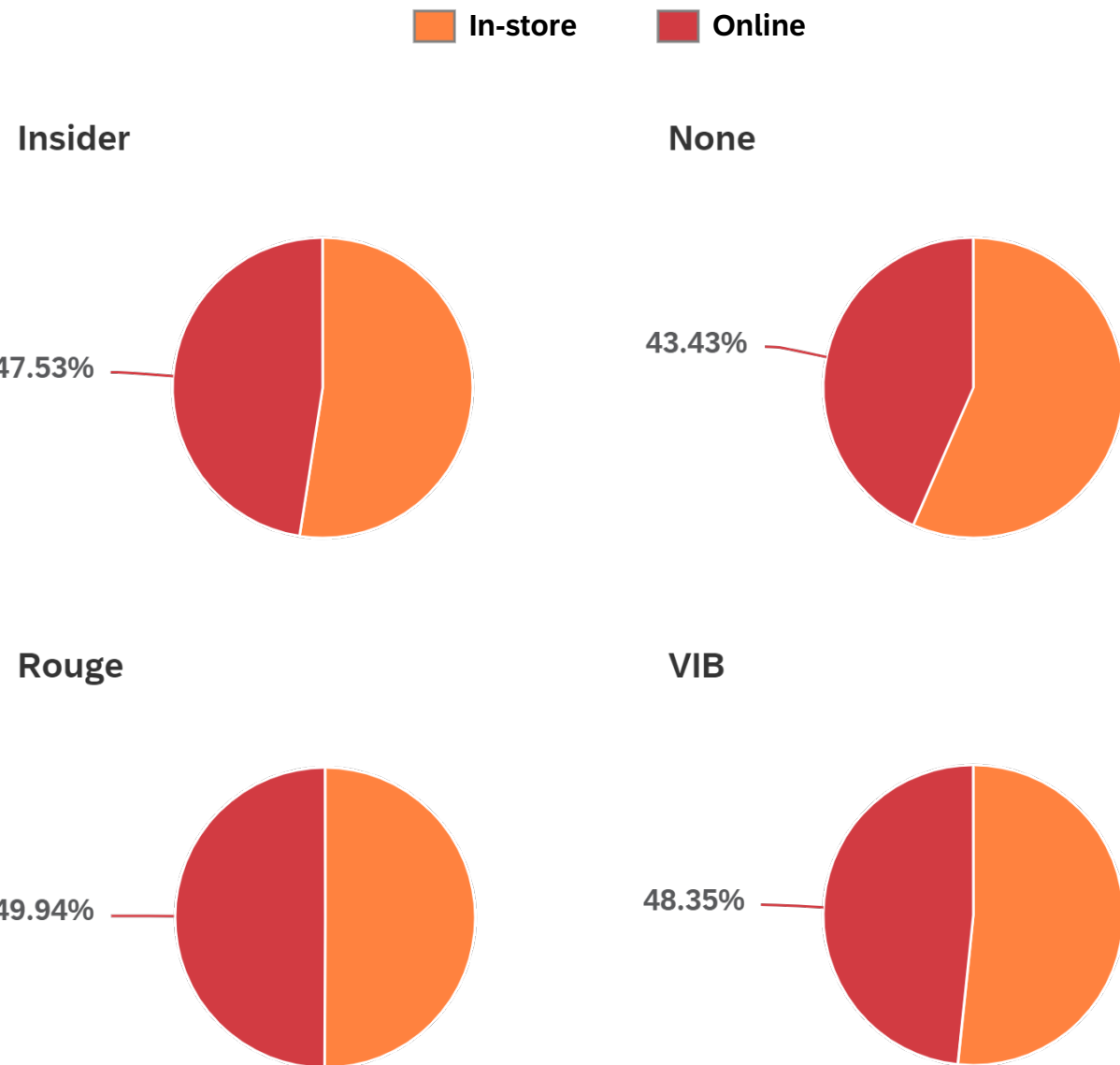| Measures	Total Return ($)	Return Quantity
Membership Status		
Insider	285,800	4,456
None	254,360	3,843
Rouge	271,170	4,047
VIB	271,770	4,178

- Majority of customers prefer return product in-store rather than online.
- Insider members return the most, followed by VIB and then Rouge members.
- Insider members spend the most but also return the most.
- Over of 60% of sold products were returned.

Haircare and Makeup brands have the most returned products. Created by celebrities, these brands are popular among consumers.

Top 5 Suppliers with the Most Returned Products

Supplier	Returned
Living Proof	355
Rare Beauty by Selena Gomez	338
Bumble and bumble	329
One/Size by Patrick Starrr	314
Fenty Beauty by Rihanna	309

Return Quantity by Membership Status and Return Method

Legend: ■ In-store ■ Online

- Insider: 47.53%
- None: 43.43%
- Rouge: 49.94%
- VIB: 48.35%

Average Damage Level by Product Type

Scale: 1, 2, 3, 4, 5

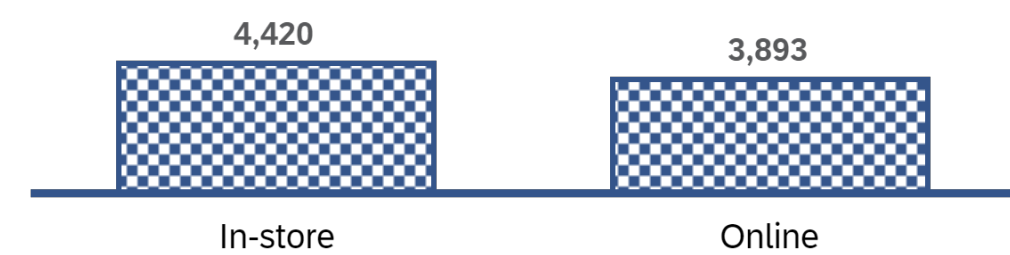| Haircare	Makeup	Skincare
3.05	3.09	3.00
Average Damage	Average Damage	Average Damage

Resaleable Product by Product Type

Product Type	Haircare	Makeup	Skincare
Measures			
Quantity	2,974	2,741	2,598

Resaleable Product by Return Method

In-store	Online
4,420	3,893

- Average damage levels of returned products are relatively similar across the three product types.
- Haircare has the highest quantity of resalable product, followed by Makeup and Skincare products.
- In-store returns result in a higher quantity of resalable products compared to online returns.