



Cosmetic Sector Analysis



DATA:

[E-commerce-cosmetic-dataset.xlsx](#)

1. Purpose of the Project

This project aims to analyze cosmetic brands from countries such as the USA and India. The objective is to gain insights into consumer preferences — for example, which types of products are more favored in each country, which e-commerce platforms are most frequently used, and what the average product prices are.

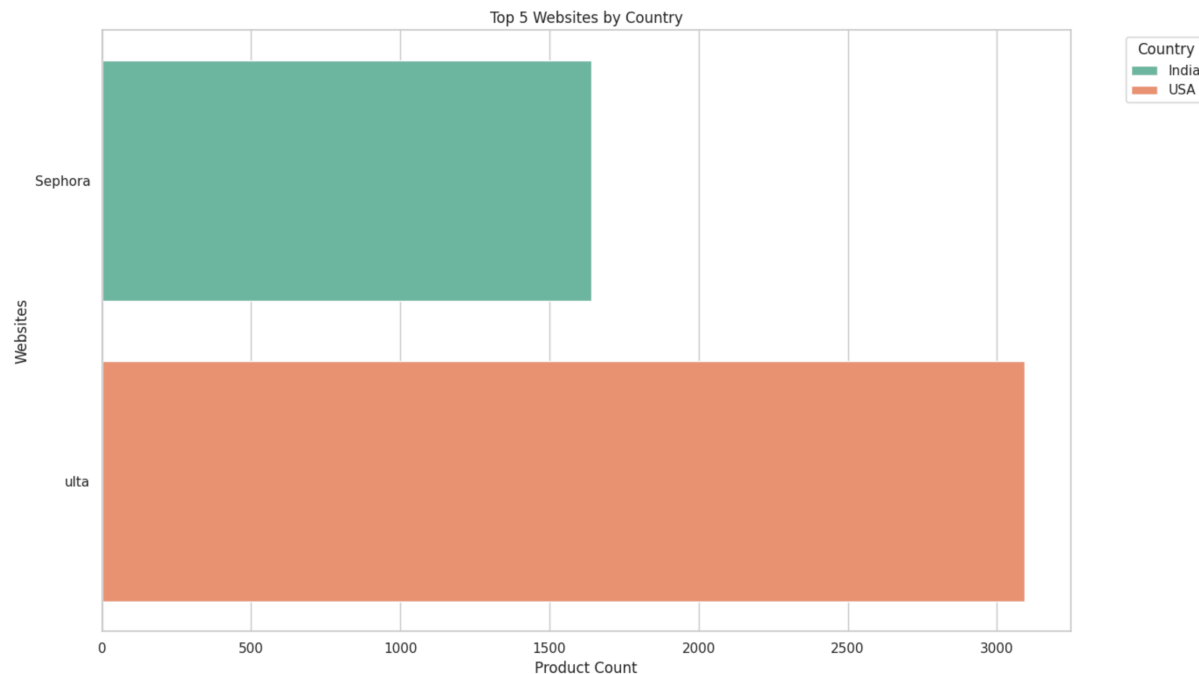
The dataset consists of 15 main columns: **product_name, website, country, category, subcategory, title-href, price, brand, ingredients, form, type, color, size, rating, and noofratings**. Each column contains relevant information about the cosmetics listed, such as their classification, pricing, origin, and customer feedback.

2. Analysis Report by Country

Country-wise Analysis of Preferred Websites in the Cosmetics Sector

In India, the most commonly used cosmetics website is Sephora, whereas in the United States, it is Ulta. While the U.S. market shows significantly higher spending on the Ulta website, in India, the expenditure on Sephora is nearly half of that.

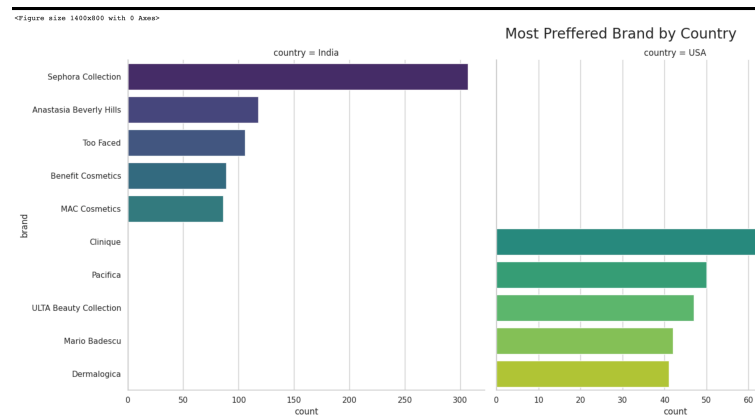
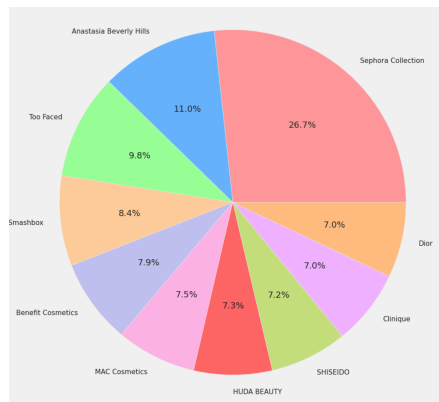
	country	website	product_count
0	India	Sephora	1641
1	USA	ulta	3092



Country-wise Analysis of Preferred Brand in the Cosmetics Sector

In general, the most preferred brands are Sephora Collection, Anastasia Beverly Hills, and Too Faced. In India, the consumption rate of popular cosmetic brands is much higher than in the USA.

The most preferred brands in the USA are Clinique (81), Pacifica (50), ULTA Beauty Collection (47), Mario Badescu (42), and Dermalogica (41). These brands are consumed less in India compared to the USA. This indicates that India is more inclined to spend money on the cosmetics sector.



Country-wise Analysis of Brand and Rating in the Cosmetics Sector

	country	category	rating
0	India	eyes	4.113543
1	India	face	3.319482
2	India	lips	4.185098
3	USA	body	4.417076
4	USA	eyes	4.130351
5	USA	face	4.256481
6	USA	hair	4.349882
7	USA	lips	4.390123
8	USA	skincare	4.448644

This table shows **average product ratings** grouped by **country** and **product category**.

India:

- **Eyes:** 4.11 ★ – Well-rated overall.

- **Face:** 3.32 ★ – Lower than others, might suggest room for improvement or less satisfaction.
- **Lips:** 4.19 ★ – High satisfaction here.

USA:

- **Body:** 4.42 ★ – Very high rating.
 - **Eyes:** 4.13 ★ – Similar to India's eye rating.
 - **Face:** 4.26 ★ – Much higher than India's face category.
 - **Hair:** 4.35 ★ – Strong positive feedback.
 - **Lips:** 4.39 ★ – Slightly higher than India.
 - **Skincare:** 4.45 ★ – Highest overall rating in this dataset.
- **USA ratings** are generally **higher** across all categories compared to **India**.
 - The **face category** in India stands out as having the **lowest rating** (3.32).
 - **Skincare in the USA** is the **top-rated category** overall.
 - Categories like **lips and eyes** have strong ratings in both countries, indicating consistent satisfaction.

3. Interactive Dashboard for Analysis

<https://lookerstudio.google.com/embed/reporting/fd7f533d-4830-4a0b-85fb-8e6db30ef8a7/page/35XGF>

