SHADESYNC

A Strategic Framework for Personalized, Expert-Guided Makeup Trial Sessions Driving Customer Adoption and Sales Growth in Cosmetics Retail Marketing.

[INNOVATIVE MARKETING PROPOSAL+BUSINESS ANALYST PERSPECTIVE ON EXECUTION & WORKFLOW]

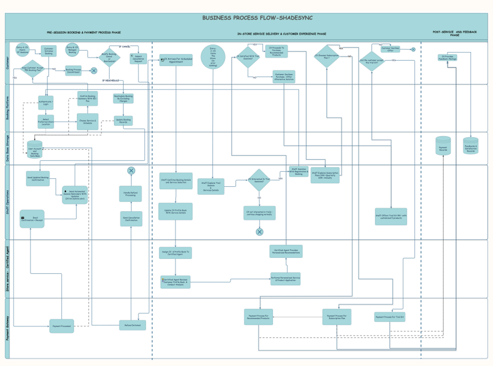
Prepared by: SATYA SANKEERTHANA TALATHOTI
Former Amazon – Transportation Representative, IN OPS DEX (Shipper Analyst)
Aspiring Business Analyst | Marketing Strategy Innovator

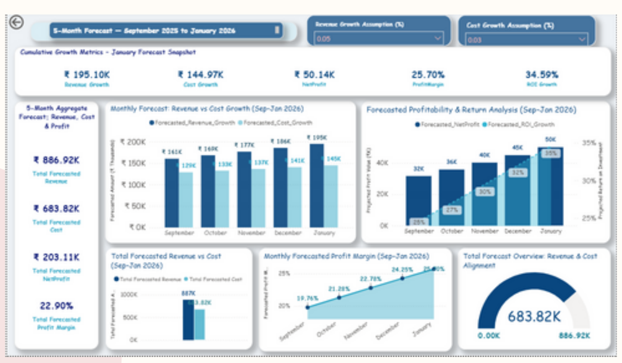
Agenda

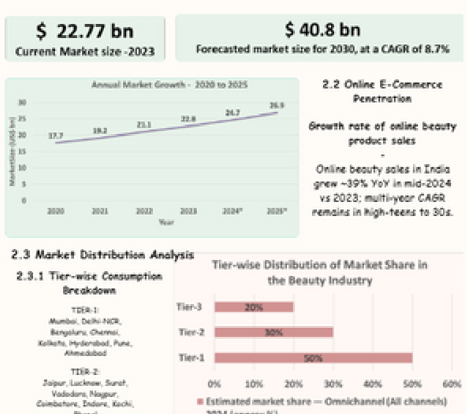
Topic A: Proposed Business Model & Innovation Roadmap

1. Business Pain Points & Strategic Solution Overview (Flowchart)
2. Market Landscape Analysis (Secondary Market Rescarch Analysis)
3. Location Strategy for Pilot Launch
4. Operational Process Flow (BPMN – Swimlane Horizontal)
5. Value Deliverables by Expert-Guided Trail Sessions
6. How Does This Innovation -Driven Marketing Strategy Work?
7. Financial Model & KPI's (Power BI Report)
8. Strategic Impact Analysis (Before vs After)
9. Data References and Research Sources

Inside Peek







Topic B: Business Analyst Perspective – Requirements & Process Modelling

Case Scenario – Development of a Mobile Booking Platform

Part 1: Agile Approach

1. Agile Approach Overview
2. Sprint Planning & Backlog Creation
3. User Stories & Acceptance Criteria
4. Jira Implementation Snapshots
5. Confluence Documentation Layout
6. Supporting Models
   - Wireframes
   - Screen-Mockups
   - Activity Flow Diagrams
   - ED Diagram

Part B: Waterfall Approach

1. Waterfall Approach Overview
2. Requirements Phase (BRD / FRD)
3. System Design Documents
   - BPMN
   - Use Case Diagram
   - Wireframes
   - Screen Mockups
   - Activity FlowDiagrams
   - ER Diagram

🔗 Refer GitHub for Detailed Artifacts and Documents

TOPIC A: PROPOSED BUSINESS MODEL & INNOVATION ROADMAP

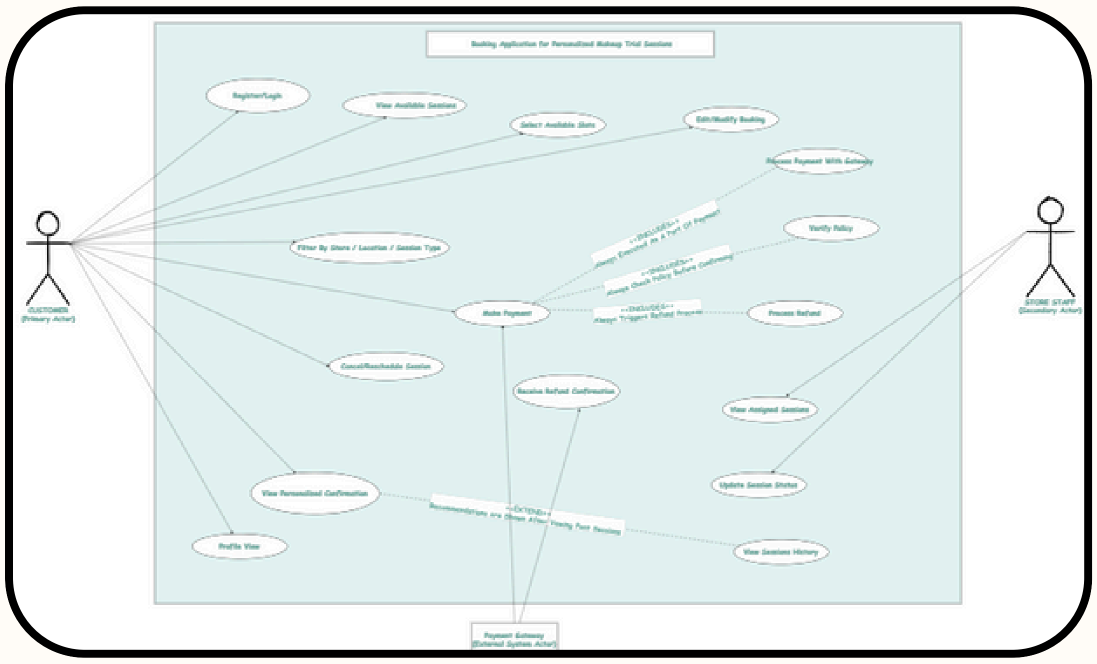
--------------****-------------

TOPIC B: BUSINESS ANALYST PERSPECTIVE – REQUIREMENTS & PROCESS MODELLING

Visual Sneak Peek: Requirements to Design Journey

Comprehensive BA documents (BRD, FRD, Agile process workflows, and supporting artifacts) are available in the GitHub repository for detailed reference.

sankeerthana talathoti

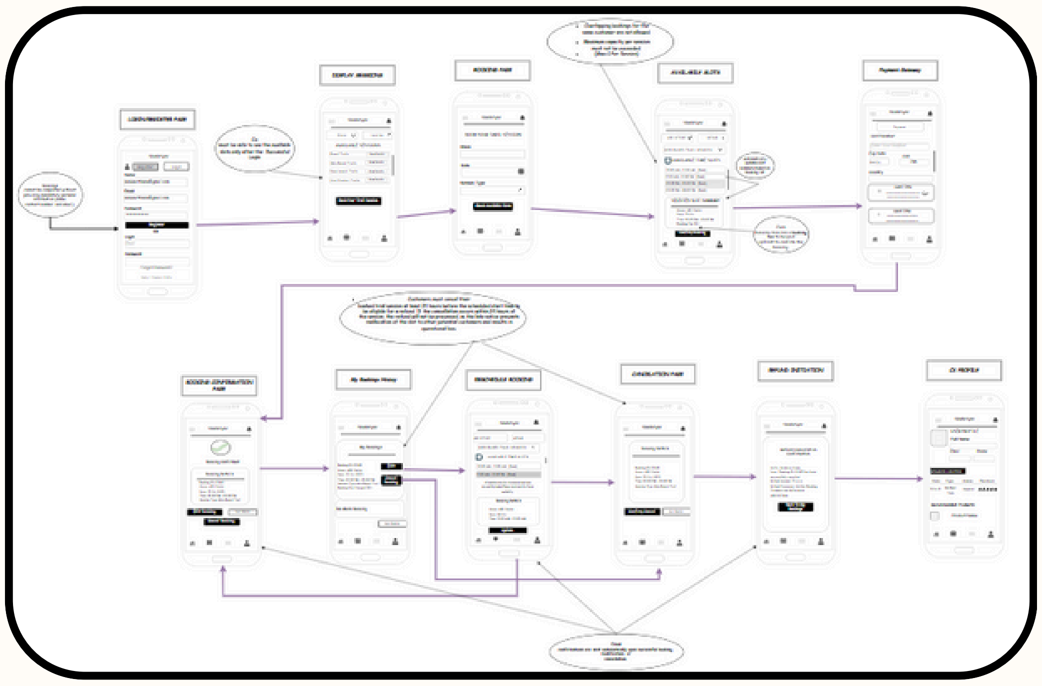


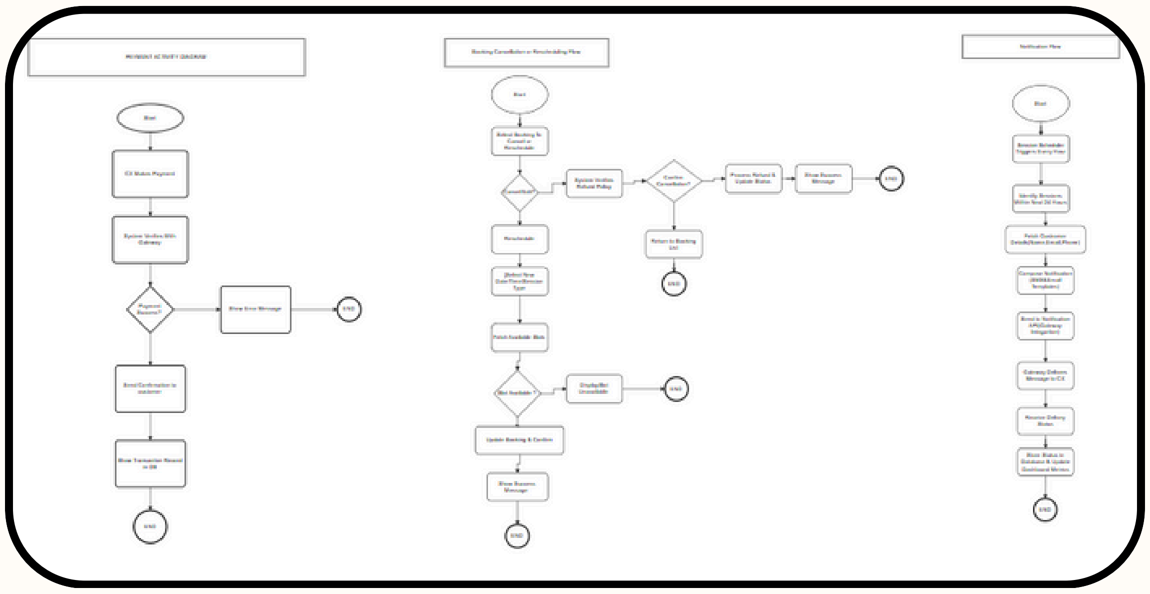
Usecase Diagram

Illustrates the interaction between key actors (Customer, Store Staff, Payment System) and system functions such as registration, booking, and payment. It defines the overall scope of system behavior from a user perspective.

Screen Mockups / Wireframes

Showcases the proposed user interface layout and navigation flow for the mobile booking platform. Each screen transition represents a seamless customer journey—from login to booking confirmation.



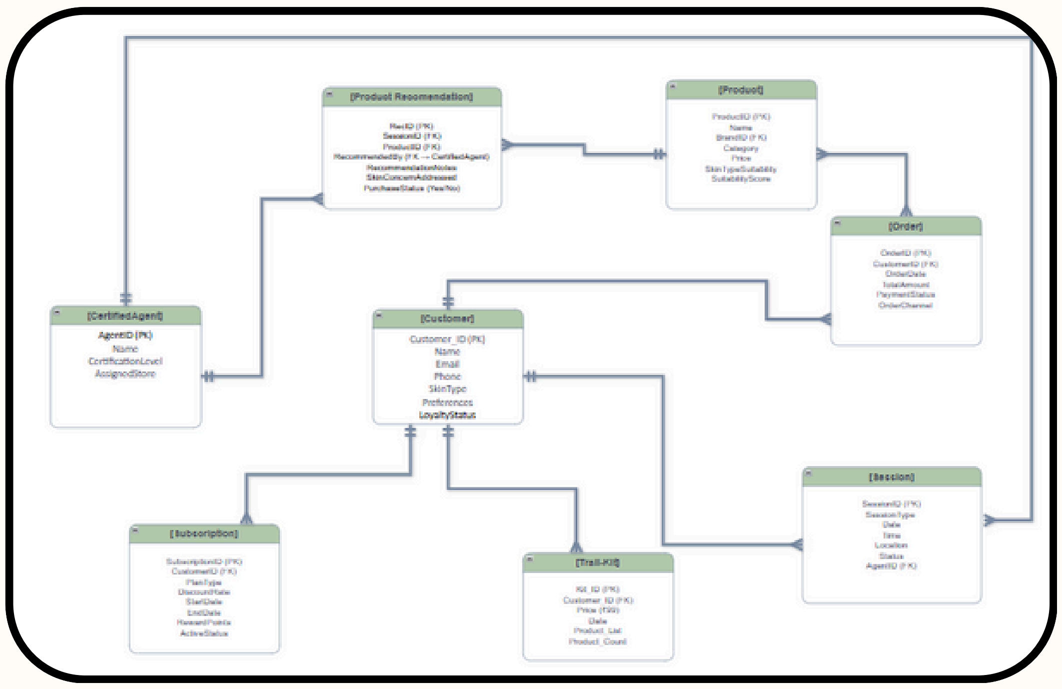


Activity Flow Diagram

Depicts the step-by-step process flow of booking a cosmetic trial session, capturing all decision points and parallel activities involved in user interaction.

ER Diagram (Entity-Relationship Diagram)

Represents the logical data structure of the system, highlighting relationships between entities such as Customers, Bookings, Payments, and Stores.



1. BUSINESS PAIN POINTS & STRATEGIC SOLUTION OVERVIEW (FLOWCHART)

1.1Business Pain Points (Indian Cosmetics Market)

- **Low product visibility** for early-stage brands and startups.
- **Discount-driven promotions** failing to drive sustainable sales.
- **Consumer hesitation** due to shade mismatch and lack of personalized guidance.
- **Limited adoption of new product launches** despite marketing efforts.
- **High customer acquisition costs (CAC)** with low retention.
- **Weak customer engagement touchpoints**, leading to poor loyalty.

1.2 Proposed Solution:

Strategic Marketing Component: Personalized Trial Sessions

Objectives & Goals

- **Boost visibility & accelerate adoption** for startups and early-stage brands.
- **Overcome sales stagnation** despite brand recognition and discounts through expert-guided trial experiences.
- **Enable successful new product launches** with personalized trials tailored to skin tone, shade, and texture.

1.3 Target Customer Segments & Personas

- **Gen Z shoppers & influencers** – 28% of India's population but drive **44% of BPC spend** .
- **Millennials + Gen Z** – together form **60%+ of beauty purchases**, rising in Tier-2/3 cities .
- **Tier-2 & Tier-3 consumers** – account for **50%+ of India's online shoppers** .
- **Digital-first beauty buyers** – ~**33% interact daily with online beauty content**
- **Early adopters of new launches** – driven by **Gen Z social media trends & trial demand.**

1.4 Impact Estimation & Value Proposition

Assumptions:

- Trial-to-conversion rate: **25–35%**
- Average Order Value (AOV): **₹1,200**
- CAC reduction: **15–20%**
- Retention uplift: **10–15%**

Projected Outcomes:

- **Monthly sales uplift** through trial-driven conversions
- **Reduced product returns** due to better shade matching
- **Enhanced customer lifetime value (CLV)**
- **Improved ROI** from targeted CX investments
- Data loop from trial sessions → **product refinement and personalization**

1.5 Key Deliverables

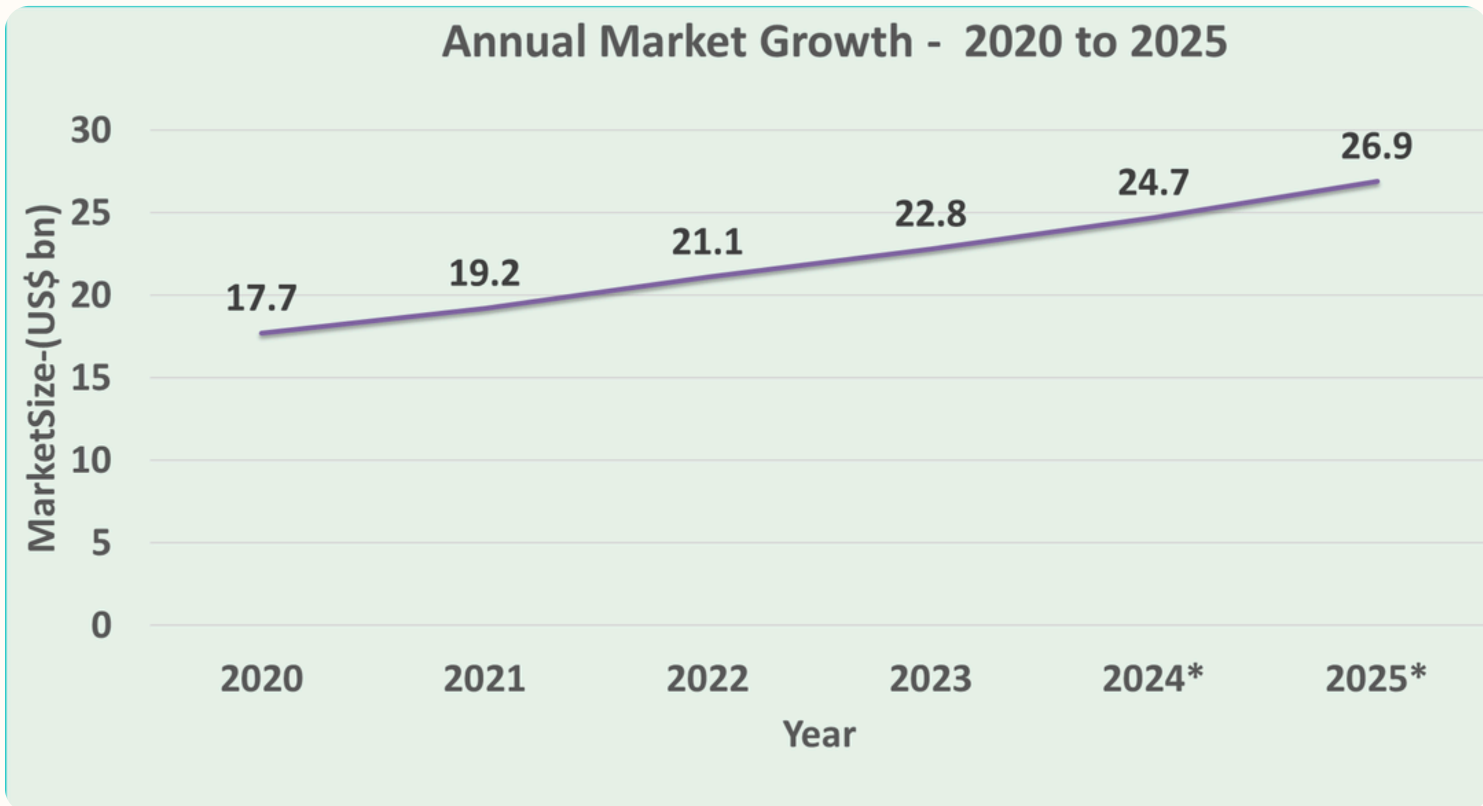
- **Personalized CX workshops** with certified beauty artists.
- **Pre-booked trial sessions** integrated via brand website/app.
- **Customer shade-matching** & skin-type consultations.
- **Boosted adoption for new product launches.**
- **Sales uplift through** conversion-focused trials.

2. MARKET LANDSCAPE ANALYSIS

2.1 Market Size Overview

$ 22.77 bn
Current Market size -2023

$ 40.8 bn
Forecasted market size for 2030, at a CAGR of 8.7%



2.2 Online E-Commerce Penetration

Growth rate of online beauty product sales

-

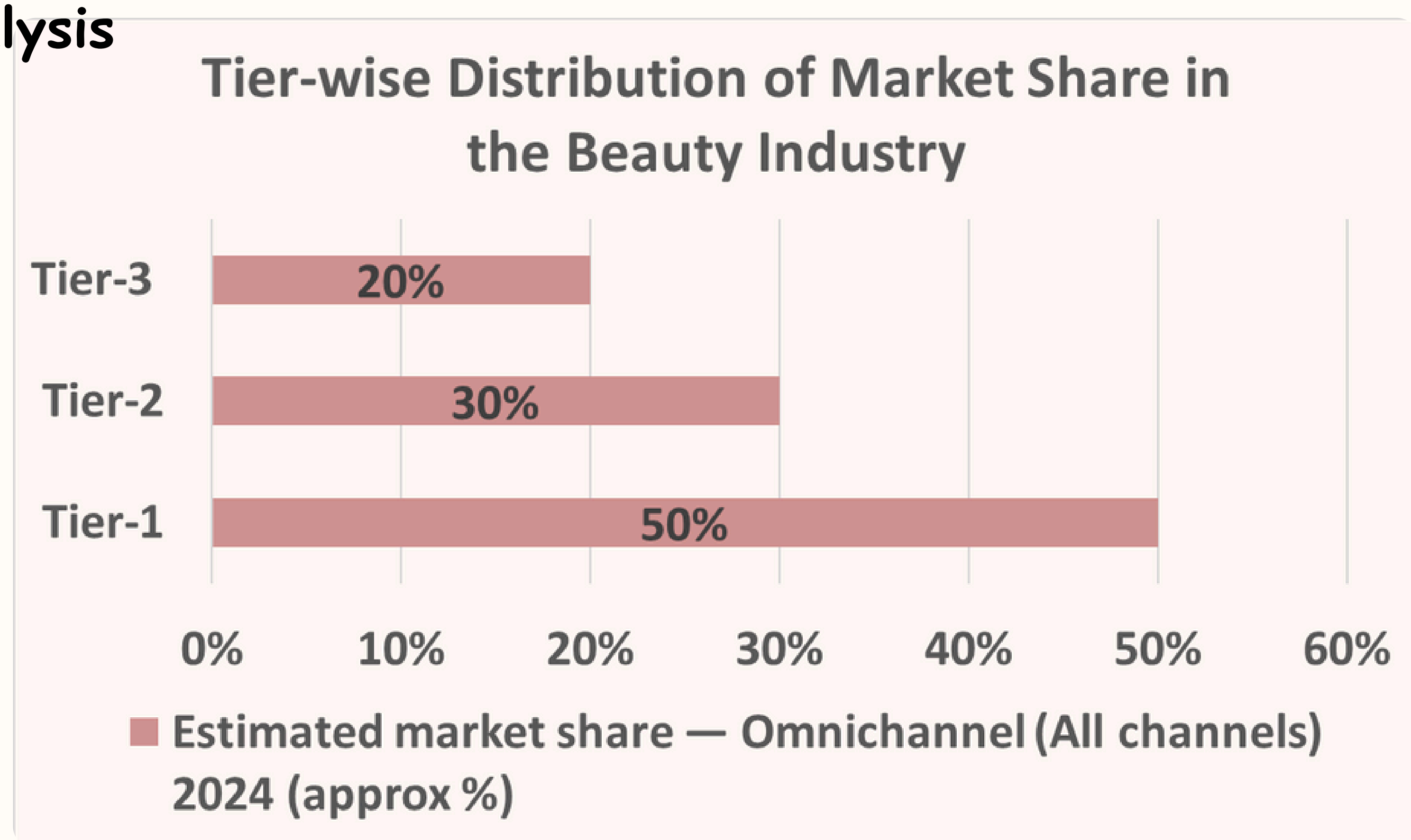
Online beauty sales in India grew ~39% YoY in mid-2024 vs 2023; multi-year CAGR remains in high-teens to 30s.

2.3 Market Distribution Analysis

2.3.1 Tier-wise Consumption Breakdown

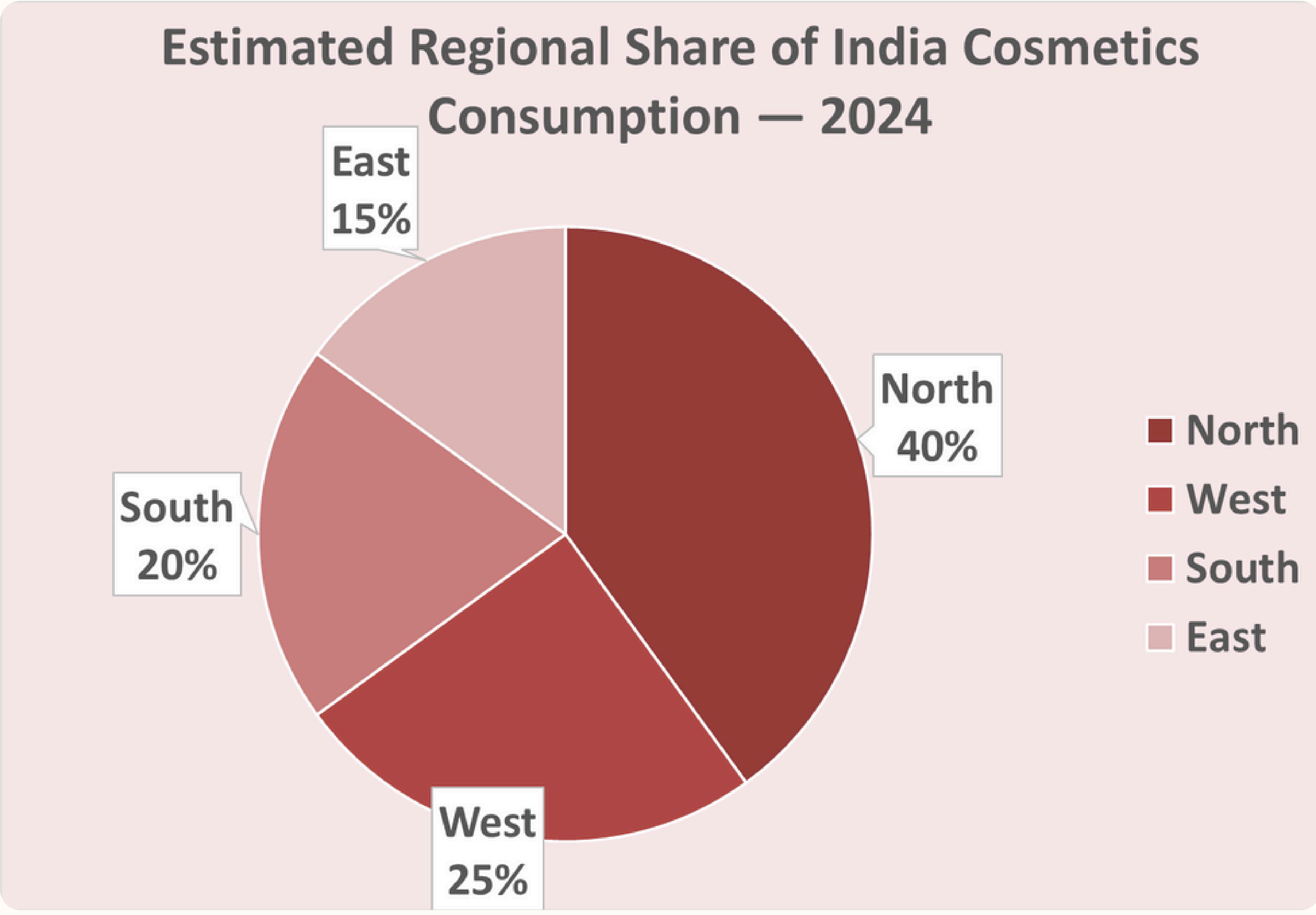
TIER-1:
Mumbai, Delhi-NCR, Bengaluru, Chennai, Kolkata, Hyderabad, Pune, Ahmedabad

TIER-2:
Jaipur, Lucknow, Surat, Vadodara, Nagpur, Coimbatore, Indore, Kochi, Bhopal



- Metropolises (e.g., Mumbai, Delhi, Bengaluru) collectively account for the majority share (>50%) of current beauty spend, leading in premium and online.
- Tier-2 & Tier-3 growth is in double digits, outpacing metros—non-metro segments now contribute most incremental category growth.

2.3.2 Regional Consumption Share

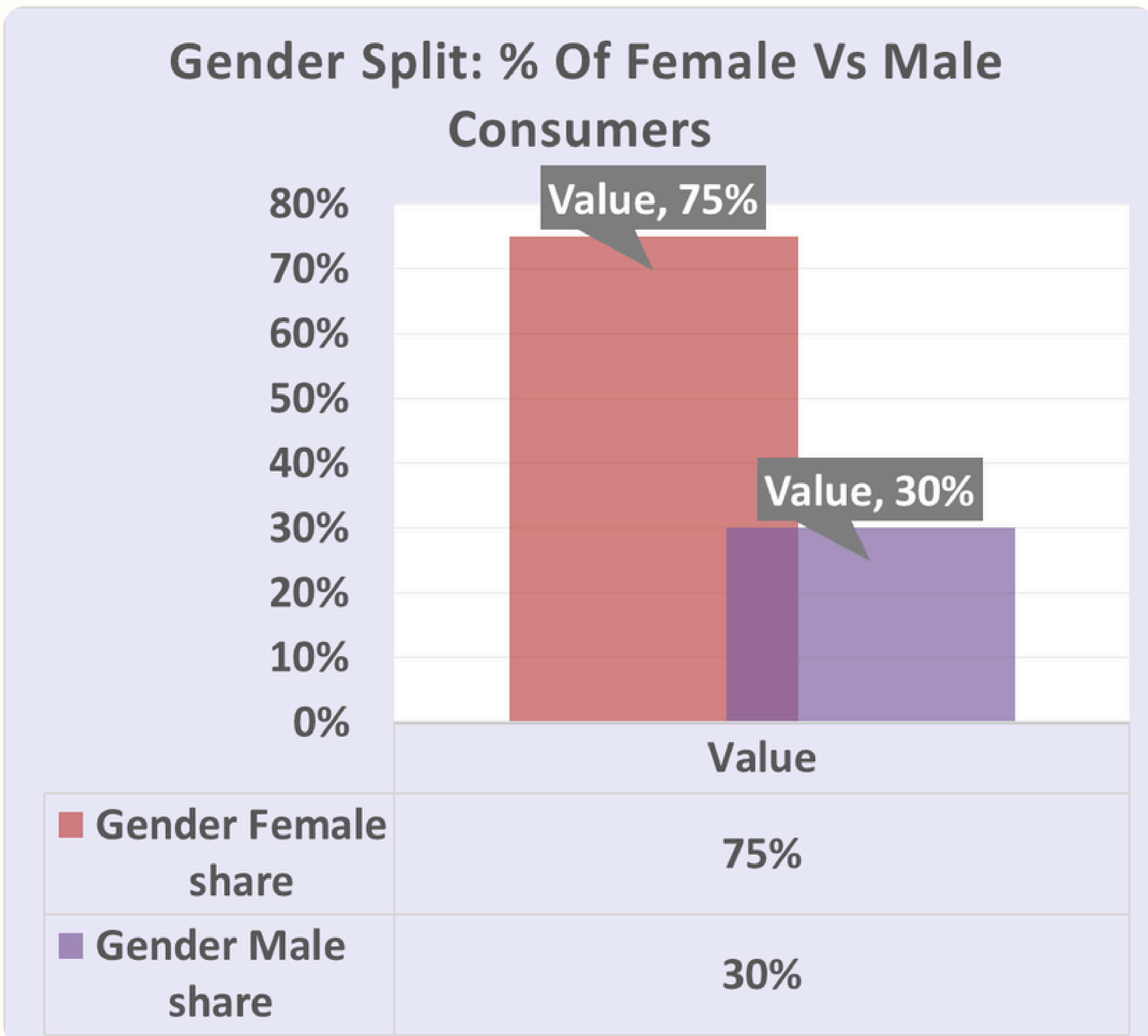


- In 2024, North India held roughly 40.1% of the cosmetics products market; West (with Central) is the fastest-growing region, projected at ~12.0% CAGR to 2030.

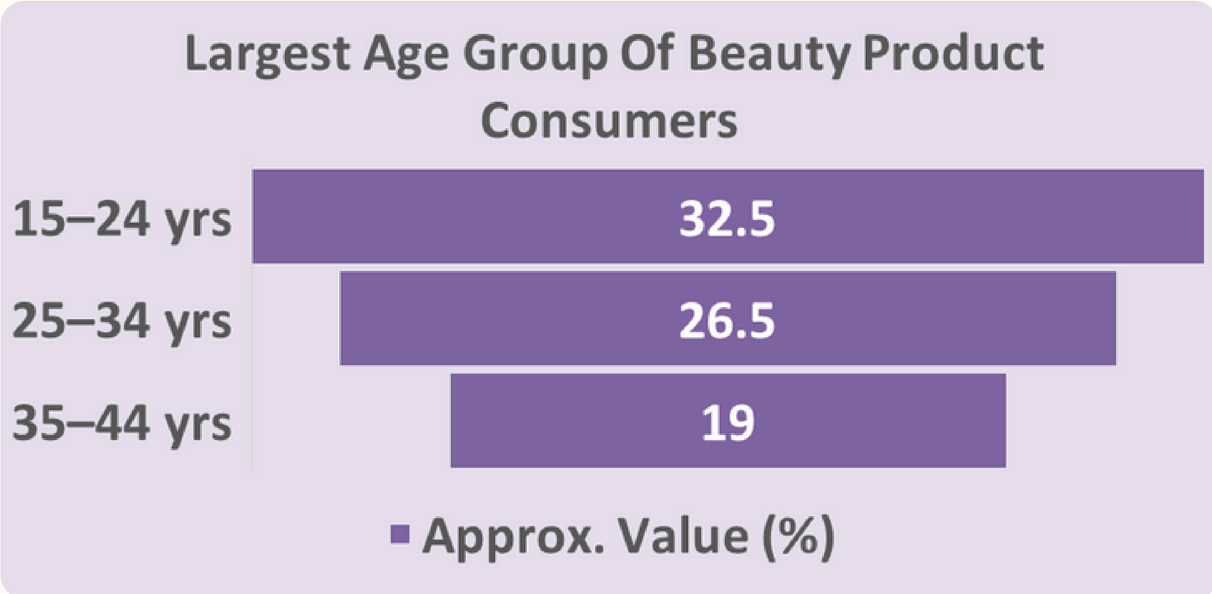
2.4 Consumer Demographics & Behavioral Insights

2.4.1 Gender-based Consumption Trends

In India, women account for ~70–75% of cosmetics consumption, while men contribute ~25–30% (grooming-led growth). Female demand still drives the bulk of the beauty market.



2.4.2 Age Group Dominance



Among women, ages 15–24 (~30–35%) are the heaviest consumers of beauty products, followed by 25–34 (~25–28%) and 35–44 (~18–20%). Younger women significantly over-consume relative to their population share.

2.4.3 Annual Per Capita Spending

- Per-capita BPC spend is around $15 nationally, expected to reach $50 by 2030; elite e-commerce consumers already spend ~$80 annually—higher income = higher spend and premiumization.

2.5 Strategic Observations & Additional Insights

1. Natural/Organic Product Growth

-----> Conventional products held 89.2% share in 2024, while natural/organic products are set to grow at a 12.4% CAGR through 2030.

2. Category Dominance (Skin Care & Hair Care Growth)

-----> According to Grand View Research, skin care was the largest segment in 2023, while hair care was the fastest-growing segment from 2024 to 2030.

3. Retail Cosmetics Market (2024–2030 Forecast)

-----> India's retail cosmetics market is valued at US$ 22.14 billion in 2024 and is expected to reach US$ 28.92 billion by 2030, at a CAGR of 4.6%.

4. Product-Type Market Share (Lip & Eye Makeup)

-----> Lip make-up made up 36.8% of the India cosmetics products market in 2024, while eye make-up is growing fastest with an 11.7% CAGR through 2030.

3.LOCATION STRATEGY FOR PILOT LAUNCH

Best City for Pilot Launch: (Bangalore)

Why Bangalore?

Parameter	Analysis	Bengaluru Score
Tier Category	Tier 1 (≈50% share of total beauty market)	✅
Metro Influence	Part of top 3 metros contributing >50% of national beauty spend	✅
Growth Behavior	High premium segment adoption & strong online purchase growth	✅
Region	South India holds ~20% share — relatively untapped vs. saturated West	✅
Age Group	Large youth population (15–34 years) from student, IT & startup hubs	✅
Spending Power	High working women participation & strong online shopper base	✅
Digital Savvy	Highly e-commerce-friendly & digitally active audience	✅

4. OPERATIONAL PROCESS FLOW

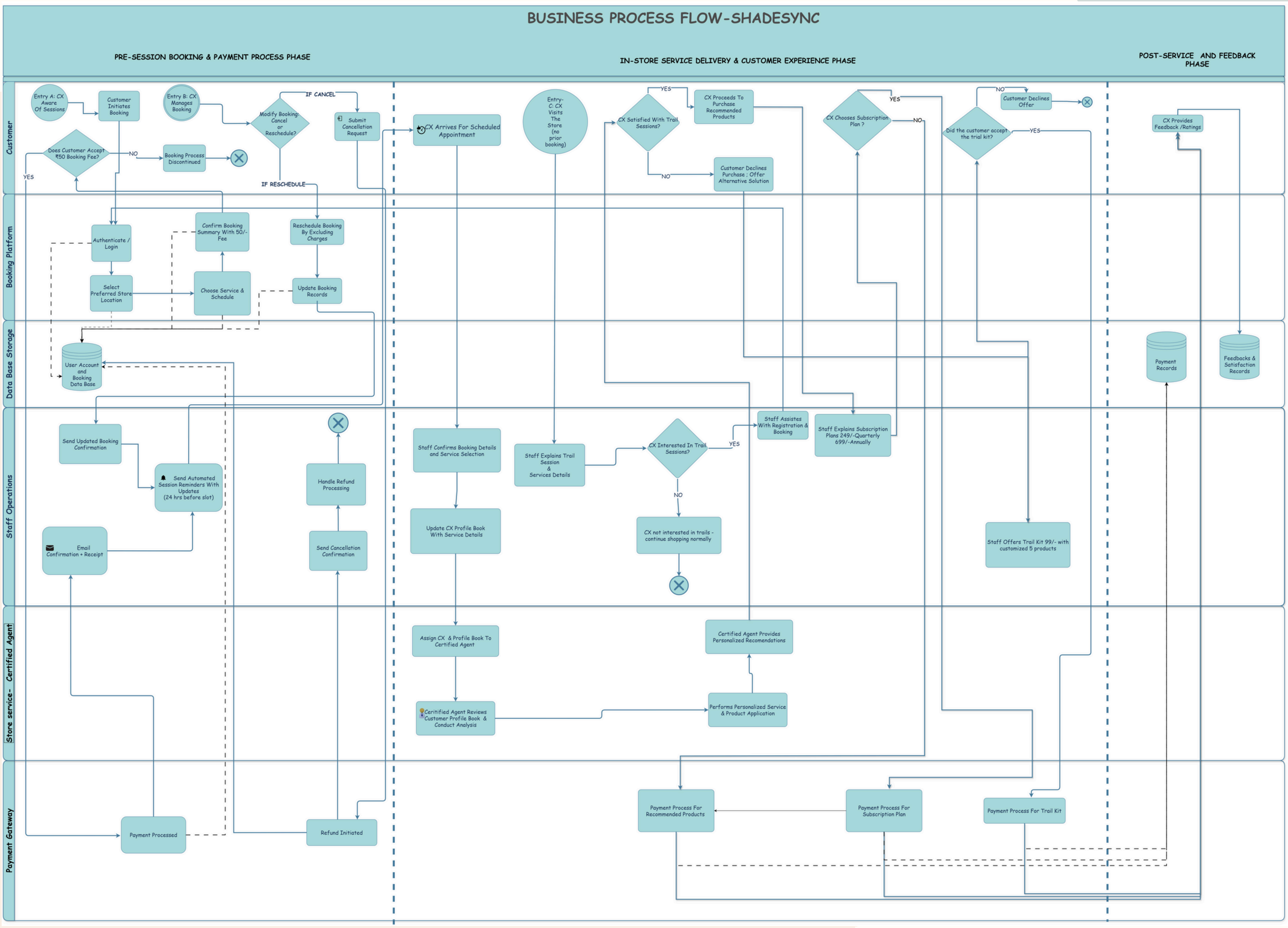
(BPMN - SWIMLANE HORIZONTAL)

Swimlane Actors

- CUSTOMER.
- BOOKING PLATFORM
- DATABASE STORAGE
- STAFF OPERATIONS
- STORE SERVICE-CERTIFIED AGENT
- PAYMENT GATEWAY

Business Process Flow: Key Operational Phases

- PRE-SESSION BOOKING & PAYMENT PROCESS PHASE.
- IN-STORE SERVICE DELIVERY & CUSTOMER EXPERIENCE PHASE
- POST-SERVICE AND FEEDBACK PHASE



5. VALUE DELIVERABLES BY EXPERT-GUIDED TRIAL SESSIONS

CX Pain Point

Have you ever spent thousands on makeup… yet still felt like none of it truly matched your skin?

What if your next purchase came with expert guidance tailored to your unique skin tone, texture, and needs?

Session Schedule & Access

Days: Friday,Saturday,Sunday
Slot Duration: 40-60 minutes

Session Format & Execution

Facilitator: Certified Makeup Consultants
Purpose: Real-time Product Trails, Skin Compatibility Checks
Format: In-Person

Types Of Personalized Services

Personalized Product Matching
[Tailored to tone,texture & needs]
New Brands/Product Trials
[Engage with newly Launched / Emerging Brands]
Viral Product Trials

Value Deliverables

1. Color Matching –
Undertone fit,seasonal tone, shade accuracy

2. Coverage Analysis –
Light/medium/full coverage, texture blending

3. Skin Suitability –
Oily/dry/combination/sensitive skin match, Patch test for irritation

4. Resistance Testing –
Water and sweat resistance

5. Finish Preference –
Matte, dewy, satin glow customization

6. Brand Familiarity –
Preferred brand trials, new launch exposure

7. Post-Use Reaction –
Allergy check, removal ease

8. Lifestyle Fit –
Daily vs occasion wear, touch-up frequency

6. HOW DOES THIS INNOVATION -DRIVEN MARKETING STRATEGY WORK?

1.Initial Market Entry & Disruption

[BUSINESS PAIN POINT]

Low Sales
Unrecognizable

→

[ATTRACT]

Using Certified, Personalized Trial Sessions Offered At Low-Friction Entry Points (Discounts, Mini Kits, Expert Advice).

→

[GOAL]

To gently shift established CX Habits -formed around competitor platforms

2. Customer Attraction (Attention Phase)

- Trigger Mechanism:
- Targeted awareness through location-based campaigns (e.g., pilot city).
- Promotional push around limited trial sessions (Friday–Sunday).
- FOMO-based (fear of missing out) urgency built into time slots.
- Customer Action: Visits store to explore expert-guided, personalized sessions.

3. Customer Engagement & Value Experience

- Experience Offering:
- Free/Discounted Trial Services (personalized skin analysis, shade matching).
- Exclusive access to new product/brand launches.
- Recommendation Booklets with tracked usage history & preferences.
- Outcome: High emotional and functional value delivery, building trust + product discovery.

4.Retention & Conversion

- Retention Techniques:
- Mini kits to take home (low-cost but high engagement).
- Personalized post-trial offers.
- Early-bird access to future launches.
- Conversion Levers: Pricing strategy at lower-than-market rate during initial phase.

5.Monetization Strategy

- Revenue Model: Once adoption is visible, pricing is realigned to standard levels.
- Upsell Channels:
  - Full-size product sales
  - Subscription boxes
  - Partnered brand sales

6.Scalability Path

Pilot Impact Measured Through:

- Bookings, Conversion %, Repeat Visits
- Customer Satisfaction Score
- If Proven: Expand to next geolocation with refined strategy.

7. FINIANCIAL MODEL & KPI'S

7.1 BUSINESS STRATEGY BEHIND FINANCIAL MODEL

User Habit Disruption

via Personalized Agent Trial Sessions

Conversion Strategy

First-Time Purchase Strategy

(Welcome Discount + Certified Agent Guidence)

Purpose: Entry-level offer to trigger initial conversion.

Retention Plan

Model 1: Premium Subscription Plans

Goal: Drive recurring revenue and customer loyalty

Quarterly Plan - **249 /-**

Benefits: 30% off on up to **5 products,** each priced above ₹500.

Annual Plan - **₹699 /-**

Benefits: 30% off on up to **10 products**/year, each above ₹500.

Model 2: Mini Kit Sampling (Engagement + Re-engagement)

Goal: Re-engage inactive, hesitant, or dissatisfied users

Use Case: Product discovery + conversion boost for low-intent users.

Mini Kit Plan: **₹99 for 5 product samples** (user-selected)

Outcome

Reduced churn

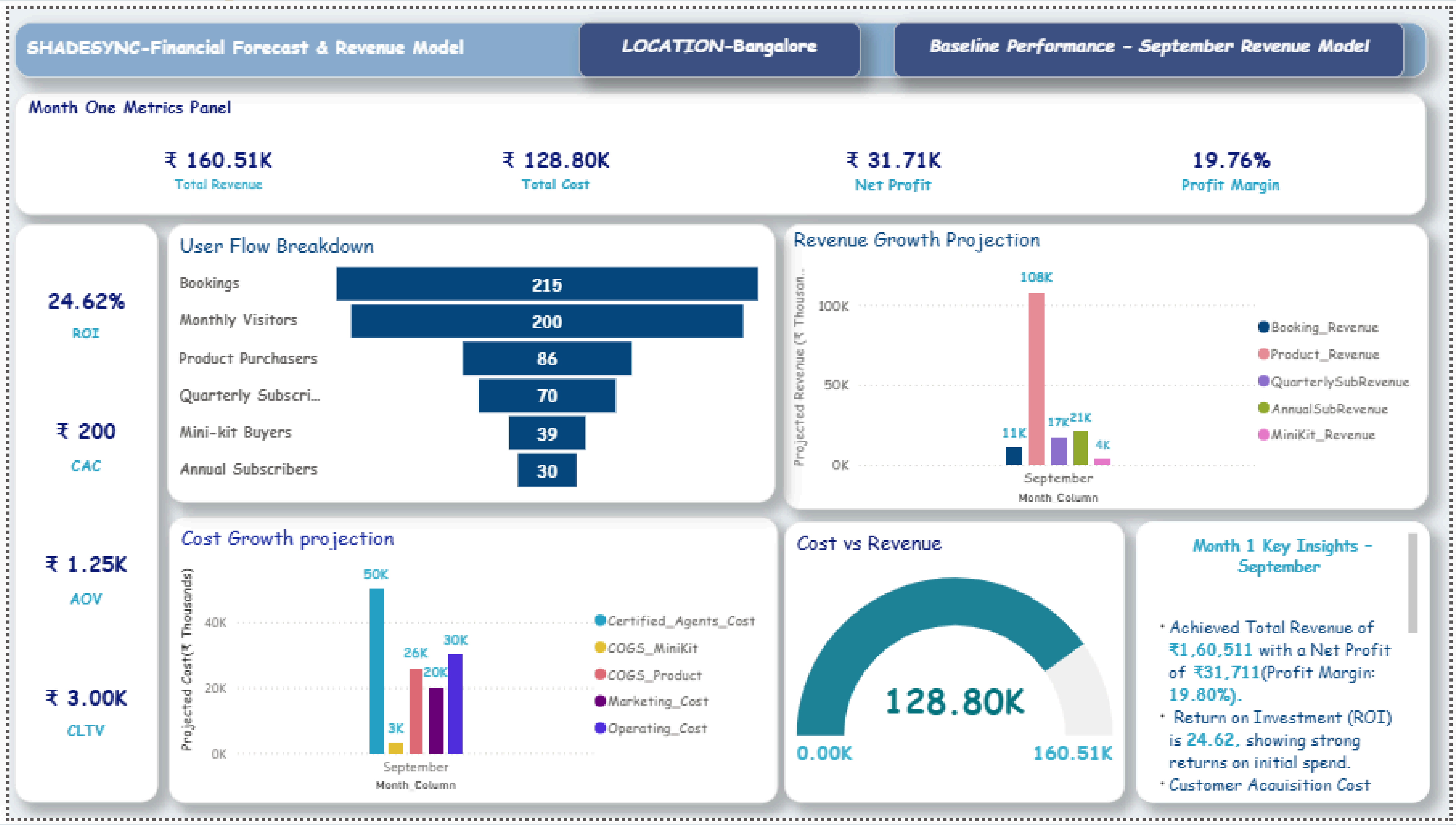
Repeat engagement

Customer lock-in

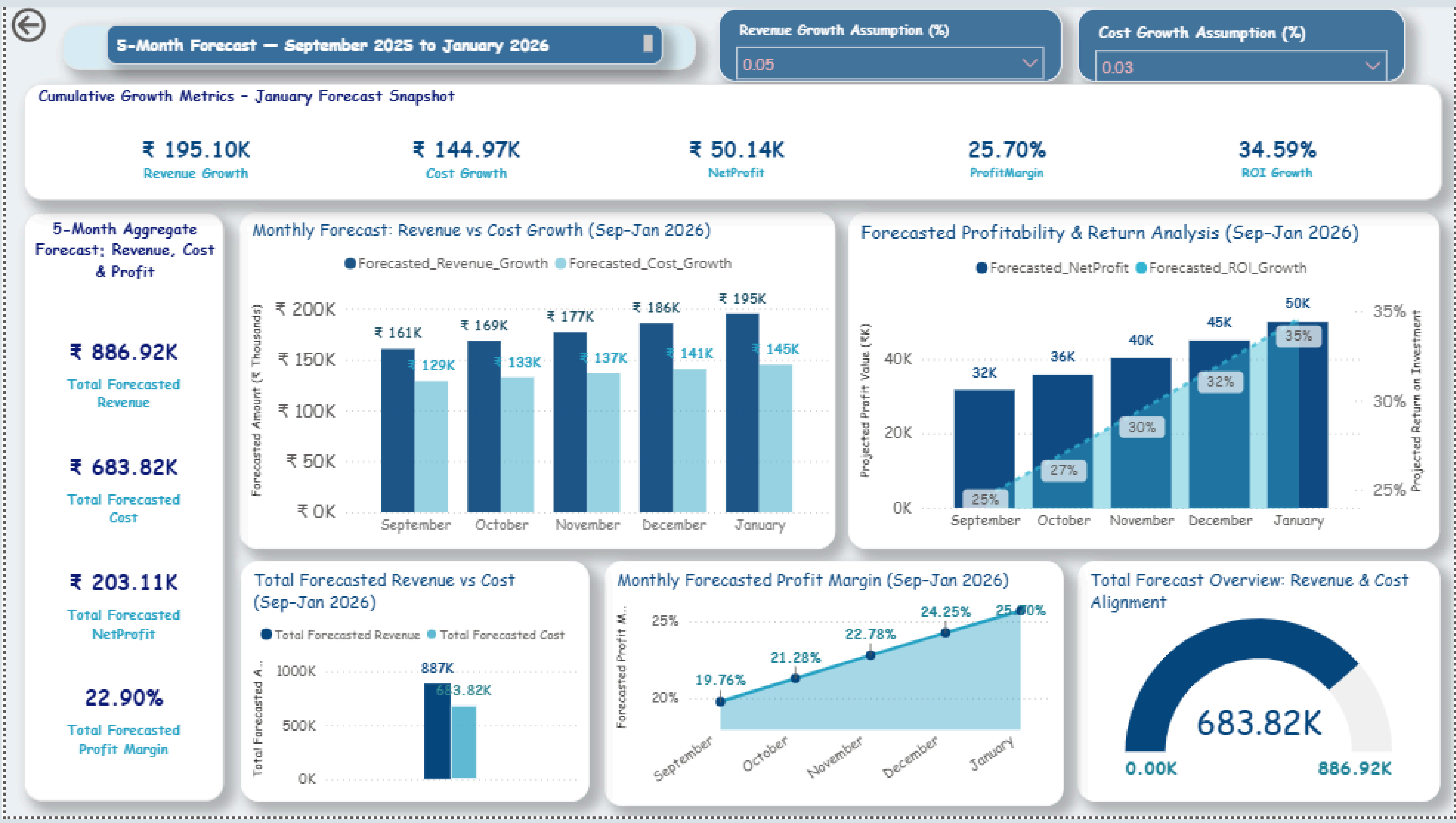
Overall Strategy Outcome

- Disrupt user habits via personalized offers.
- Convert new users through accessible discounts.
- Retain via smart subscription offers and trial kits.
- Outcompete platforms by blending personalization + affordability.

7.2 BASELINE PERFORMANCE - SEPTEMBER REVENUE MODEL



7.3 5-MONTH FORECAST — SEPTEMBER 2025 TO JANUARY 2026



7.4 KEY INSIGHTS FROM DASHBOARD ANALYSIS

Category	**Month-One Analysis (September)**	**Forecasted 5-Month Analysis (Sept–Jan)**
Revenue Performance	Achieved **₹1,60,511** in total revenue during the launch month, establishing a strong financial foundation.	Cumulative revenue projected at **₹8,86,927**, reflecting a steady **+5% MoM growth** and consistent market demand.
Cost Structure	Maintained total cost at **₹1,28,800**, ensuring operational efficiency in the pilot phase.	Total cost forecasted at **₹6,83,816**, with controlled **+3% MoM rise**, sustaining profitability as operations scale.
Net Profit	Key Insights From Dashboard Analysis	Cumulative profit expected to reach **₹2,03,111**, a **+58% increase** by January under steady growth assumptions.
Profit Margin	Margin at **19.80%**, indicating solid returns for an early-stage business model.	Average margin improves to **23%**, with January peaking at **25.7%**, showcasing enhanced cost-to-revenue efficiency.
Return on Investment (ROI)	**24.62% ROI**, validating strong short-term return on marketing and acquisition efforts.	ROI projected to **34.6% by January**, averaging **30%**, signifying improved capital efficiency and scalability.
Growth Drivers	Customer Acquisition Cost (**₹200**) and strong conversions across booking and subscription channels boosted early profitability.	Growth sustained by balanced revenue-cost management, supported by consistent customer retention and repeat purchases.
Strategic Outcome	Demonstrated that the model is financially viable and scalable after one operational cycle.	Forecast validates **sustainable growth potential**, positioning SHADESYNC for expansion with healthy profitability metrics.

8. STRATEGIC IMPACT ANALYSIS— BEFORE VS AFTER IMPLEMENTATION

Before Trial Sessions	After Trial Sessions
Low conversion from online engagement	Higher conversions through in-store trials
High return rates due to poor product fit	Better product fit, reduced return rates
Low customer satisfaction & loyalty	Improved satisfaction and repeat purchases
Less personalized experience	Personalized consultation and curated kits
One-time product sales only	Recurring revenue via subscriptions & kits
Limited brand credibility	Stronger brand trust through direct engagement
Reactive, sales-driven operations	Data-driven insights & proactive planning

_____***_____

9. DATA REFERENCES AND RESEARCH SOURCES

<table>
<tr><td>Projected market size by 2030</td><td>By 2030, the Indian cosmetics market is forecast to reach around USD 40.8 billion.</td><td>Grand View Research Grand View Research</td></tr>
<tr><td>CAGR of cosmetics market (2020–2030)</td><td>The projected CAGR for the Indian cosmetics market from 2024 to 2030 is around 8.7%.</td><td>Grand View Research Grand View Research</td></tr>
<tr><td>Annual market growth from 2020 to 2025</td><td>
<table>
<tr><th>Year</th><th>Market size (US$ bn)</th><th>Change vs prior year (US$ bn)</th><th>YoY growth</th></tr>
<tr><td>2020</td><td>17.7</td><td>—</td><td>—</td></tr>
<tr><td>2021</td><td>19.2</td><td>+1.5</td><td>+8.5%</td></tr>
<tr><td>2022</td><td>21.1</td><td>+1.9</td><td>+9.9%</td></tr>
<tr><td>2023</td><td>22.8</td><td>+1.7</td><td>+7.9%</td></tr>
<tr><td>2024*</td><td>24.7</td><td>+2.0</td><td>+8.7%</td></tr>
<tr><td>2025*</td><td>26.9</td><td>+2.2</td><td>+8.8%</td></tr>
</table>
</td><td>source & method: 2023 actual and 2030/CAGR from Grand View Research; 2020–2022 are read from GVR's 2018–2030 India chart; 2024–2025 are projections applying GVR's 8.7% CAGR from 2024 onward for a consistent series. Grand View ResearchGrand View Research</td></tr>
<tr><td>Which regions have highest beauty product consumption? (North, West, South, East)</td><td>In 2024, North India held roughly 40.1% of the cosmetics products market; West (with Central) is the fastest-growing region, projected at ~12.0% CAGR to 2030.</td><td>Mordor Intelligence Mordor Intelligence</td></tr>
<tr><td>Estimated Regional Share of India Cosmetics Consumption — 2024</td><td>
<table>
<tr><th>Region</th><th>Estimated Share (%)</th><th>Basis & Notes</th></tr>
<tr><td>North</td><td>~40%</td><td>Exact figure (40.14%) from Mordor Intelligence, base year 2024 — highest among regions.</td></tr>
<tr><td>West</td><td>~25%</td><td>Largest growth CAGR (~12%) signals strong share; estimated at around a quarter of market.</td></tr>
<tr><td>South</td><td>~20%</td><td>Large urban centres (Bengaluru, Chennai, Hyderabad) and premium adoption, estimated moderately high.</td></tr>
<tr><td>East</td><td>~15%</td><td>Less developed beauty consumption historically; estimate reflects smaller relative share.</td></tr>
</table>
Total = 100% (approximated balance across four regions)
Note: There's no publicly available breakdown for South or East, so these are informed approximations, not official data.
</td><td>Redseer insights Redseer Strategy Consultants

Redseer / IMARC summaries IMARC GroupRedseer Strategy ConsultantsMarkets and Data</td></tr>
<tr><td>Market share of Tier-1 ,2,3,cities in beauty industry</td><td>
<table>
<tr><th>Tier</th><th>Estimated market share — Omnichannel (All channels) 2024 (approx %)</th><th>Estimated market share — Online / E-commerce 2024 (approx %)</th><th>Example cities (common classification)</th></tr>
<tr><td>Tier-1 (metros)</td><td>~50%</td><td>~14-20%</td><td>Mumbai, Delhi-NCR, Bengaluru, Chennai, Kolkata, Hyderabad, Pune, Ahmedabad</td></tr>
<tr><td>Tier-2</td><td>~30%</td><td>~45-55%</td><td>Jaipur, Lucknow, Surat, Vadodara, Nagpur, Coimbatore, Indore, Kochi, Bhopal</td></tr>
<tr><td>Tier-3 & smaller towns / Rural</td><td>~20%</td><td>~25-35%</td><td>Smaller district towns and fast-growing non-metro pockets (e.g., small towns around major metros)</td></tr>
</table>
</td><td>Tier-1 still captures the largest absolute value (premium spend, large AOV). Nykaa/Redseer note strong non-metro online growth, while IMARC/Redseer show metros dominate current value. (IMARC Group, Redseer Strategy Consultants)
Tier-2 is the main growth engine — large user base + rising disposable incomes; Nykaa/Redseer indicate ~majority of online incremental volume comes from Tier-2+. Nykaa materials show heavy Tier-2+ contribution online. (Redseer Strategy Consultants, Nykaa)
Tier-3 currently smaller in absolute value (omnichannel) but growing fast online; sizable headroom exists. Redseer/IMARC discuss rapid non-metro adoption but exact public % rarely published. (Redseer Strategy Consultants, IMARC Group)</td></tr>
<tr><td>Growth rate of online beauty product sales</td><td>Online beauty sales in India grew ~39% YoY in mid-2024 vs 2023; multi-year CAGR remains in high-teens to 30s.</td><td>NielsenIQ / IBEF (2024)</td></tr>
<tr><td>Gender split: % of female vs male consumers</td><td>In India, women account for ~70–75% of cosmetics consumption, while men contribute ~25–30% (grooming-led growth). Female demand still drives the bulk of the beauty market.</td><td>Allied Market Research "By Gender" breakdown Allied Market Research</td></tr>
<tr><td>Largest age group of beauty product consumers</td><td>Among women, ages 15–24 (~30–35%) are the heaviest consumers of beauty products, followed by 25–34 (~25–28%) and 35–44 (~18–20%). Younger women significantly over-consume relative to their population share.</td><td>CosmeticsDesign / Datamonitor (via CosmeticsDesign) CosmeticsDesign.com</td></tr>
<tr><td>Average annual spending per consumer on beauty products</td><td>The average Indian consumer spends ~₹2,400/year (~US$30) on beauty, with working women spending ~₹3,900. High-income urban online shoppers spend up to $70–80 annually, while per-capita national spend is ~$15..</td><td>MarketBrew's India BPC consumer insights Market Brew</td></tr>
<tr><td>Income level impact on beauty consumption</td><td>Per-capita BPC spend is around $15 nationally, expected to reach $50 by 2030; elite e-commerce consumers already spend ~$80 annually—higher income = higher spend and premiumization.</td><td>IBEF / Nykaa statements YourStory.comIndia Briefing</td></tr>
<tr><td>Product-Type Market Share (Lip & Eye Makeup</td><td>Lip make-up made up 36.8% of the India cosmetics products market in 2024, while eye make-up is growing fastest with an 11.7% CAGR through 2030.</td><td>Mordor Intelligence</td></tr>
<tr><td>Natural/Organic Product Growth</td><td>Conventional products held 89.2% share in 2024, while natural/organic products are set to grow at a 12.4% CAGR through 2030.</td><td>Mordor Intelligence</td></tr>
<tr><td>Category Dominance (Skin Care & Hair Care Growth)</td><td>According to Grand View Research, skin care was the largest segment in 2023, while hair care was the fastest-growing segment from 2024 to 2030.</td><td>Grand View Research</td></tr>
<tr><td>Retail Cosmetics Market (2024–2030 Forecast)</td><td>India's retail cosmetics market is valued at US$ 22.14 billion in 2024 and is expected to reach US$ 28.92 billion by 2030, at a CAGR of 4.6%.</td><td>TechSci Research</td></tr>
<tr><td></td><td></td><td></td></tr>
</table>