

# CLEARX COSMETICS

Sales & Stock Analysis Report

# Business Challenges & Solution Approach

## 01. Data Fragmentation

**Solution:** Combined and processed data from three branches (A,B,C) across 2021 and 2022 using Power Query.

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## 02. Limited Data Analysis

**Solution:** Built a dashboard in Excel to uncover insights for Total Revenue, Total Profit, Profit Margin, Average Order Value, Sales Growth Rate, Customer retention Rate, Top Selling Products, Branch Performance.

Implemented Office scripts for KPI Automations.

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## 03. Resource Allocation

**Solution:** Identified products with High, Mid and low turnover rates to manage stock efficiently.

Stable revenue of NGN 16M per year, high profitability with an 80% margin, and a consistent AOV of NGN 213.9 indicate sustained business performance across 2021 and 2022

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REVENUE

32M

(2021:NGN 16M, 2022: NGN 16M)

PROFIT

25.6M

(2021:NGN 12.8M, 2022: NGN 12.8M)

AOV

213.93

(2021:NGN 213.90, 2022: NGN 213.96)

PROFIT MARGIN

80%

(2021:80%, 2022: 80%)

AVERAGE QUANTITY

5

(2021:5, 2022: 5)

# Revenue growth has been inconsistent with alternating increases and declines

## KEY HIGHLIGHTS

1. Strong Growth Periods: **March (+21.9%)** and **May (+9.1%)**
2. Declining Trend in Q4: **September (-8.0%), November (-7.8%),** and **December (-0.4%)**
3. Stable Mid-Year Performance: **April to August** saw steady growth



Revenue is highly dependent on pricing strategy

Price Has a Bigger Impact on Revenue Than Quantity

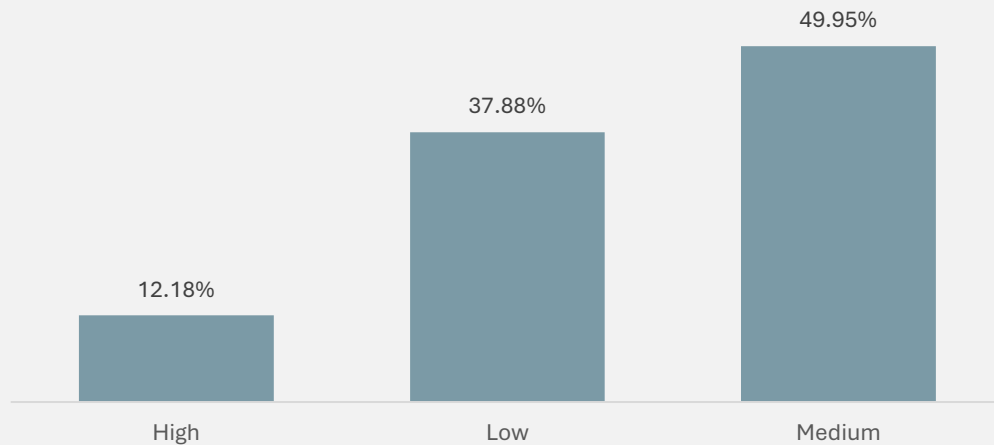
Customers are still buying even when prices go up (price changes don't affect sales much).

# Medium Competition Drives the Highest Revenue—High Competition Reduces Profits

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## KEY HIGHLIGHTS

Revenue By Competition Level



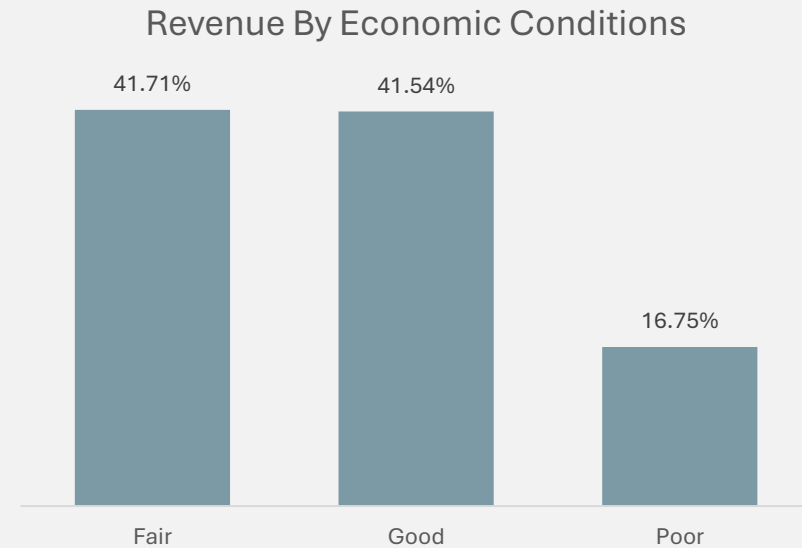
1. Revenue is **highest under Medium competition** (~50%). This suggests that a moderate level of competition **drives market demand rather than suppressing it**.
2. Products with Low competition bring the second highest revenue (~38%).
3. Revenue **drops sharply in High Competition** (only ~12%). This indicates **price wars, brand switching, or market saturation** might be reducing sales.

# Poor Economic Conditions Lead to a Sharp Decline in Revenue

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## KEY HIGHLIGHTS

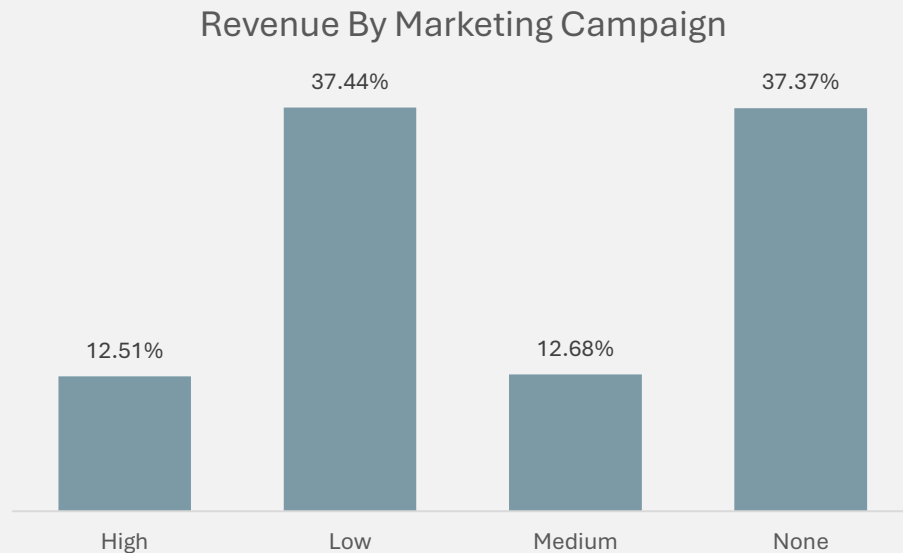
1. Sales are significantly lower in **Poor** economic conditions compared to **Fair** and **Good** conditions.
2. There is **little difference between Fair and Good conditions.**



# Low Marketing Exposure Products Generate High Revenue – Organic Demand is Strong

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## KEY HIGHLIGHTS



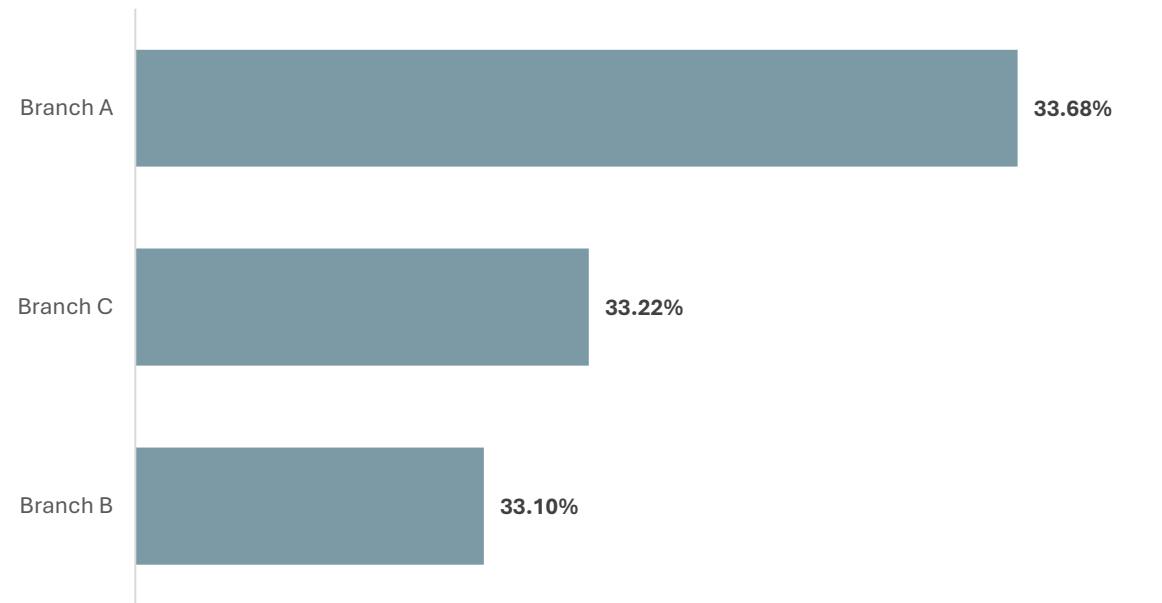
1. Minimal difference between "No Campaign" and "Low Campaign" (~37.4% vs. ~37.5%) → This suggests that low-level marketing efforts do not significantly boost revenue beyond organic sales.
2. Revenue drops sharply for Medium & High Campaigns (~12.5%-12.7%) → Indicates that higher spending on marketing does not necessarily lead to higher revenue.
3. Marketing efforts might be ineffective or poorly targeted.
4. The company could be spending more on Marketing efforts without proper ROI tracking.

# Revenue is nearly evenly distributed across branches

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## KEY HIGHLIGHTS

1. **No significant performance gap** between branches, suggesting:
  - a. Similar customer demand across locations.
  - b. No major operational inefficiencies in any branch.
1. Since sales are evenly spread, branch location does not appear to be a primary driver of revenue differences.

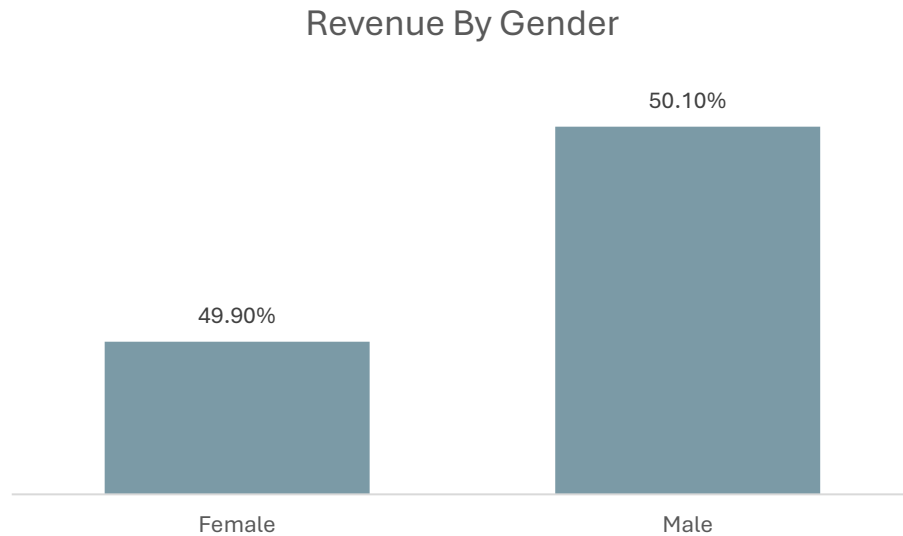




# Revenue is almost equally split between genders

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## KEY HIGHLIGHTS



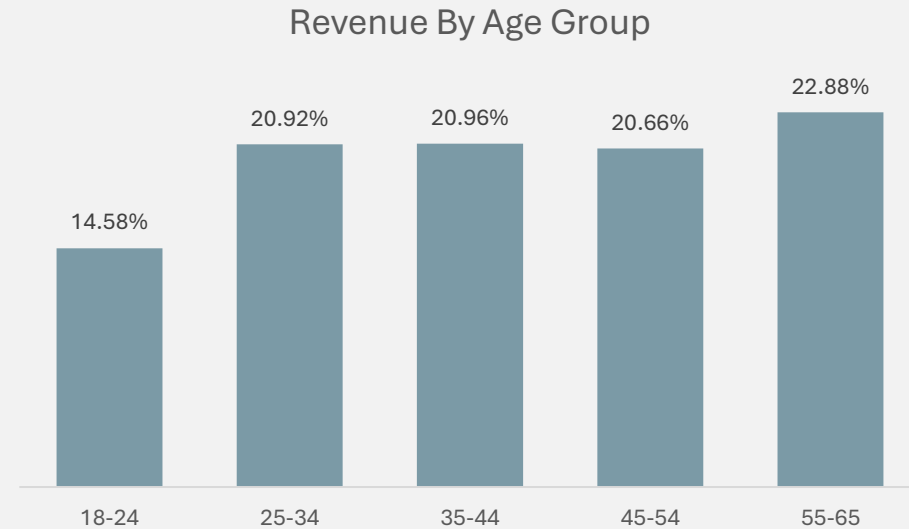
1. **Female Customers: NGN 16.01M (~49.90%)**
2. **Male Customers: NGN 16.08M (~50.10%)**
3. **Gender is not a strong determinant of revenue differences**—marketing efforts and product preferences may be evenly distributed.
4. Perfumes, Colognes and body mist are the top selling products in both genders

# Higher spending among older customers suggests that they might have greater purchasing power or higher brand loyalty.

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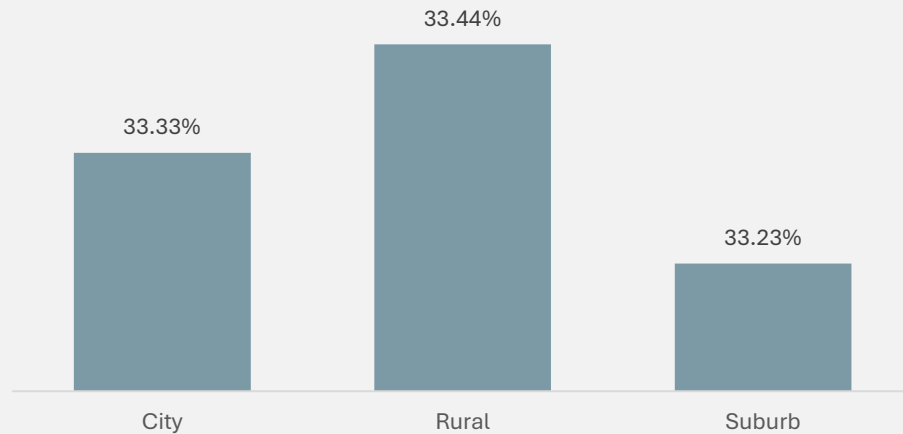
## KEY HIGHLIGHTS

1. Older age groups (55-65) contribute the highest revenue (NGN 7.34M, 22.88%).
2. Revenue is relatively evenly spread among the 45-54, and 25-34 age groups, each contributing ~20%.
3. Youngest group (18-24) has the lowest revenue (NGN 4.68M, 14.58%).



# Location does not appear to be a major factor in revenue differences

Revenue By Location



## KEY HIGHLIGHTS

### 1. Revenue is nearly identical across all locations

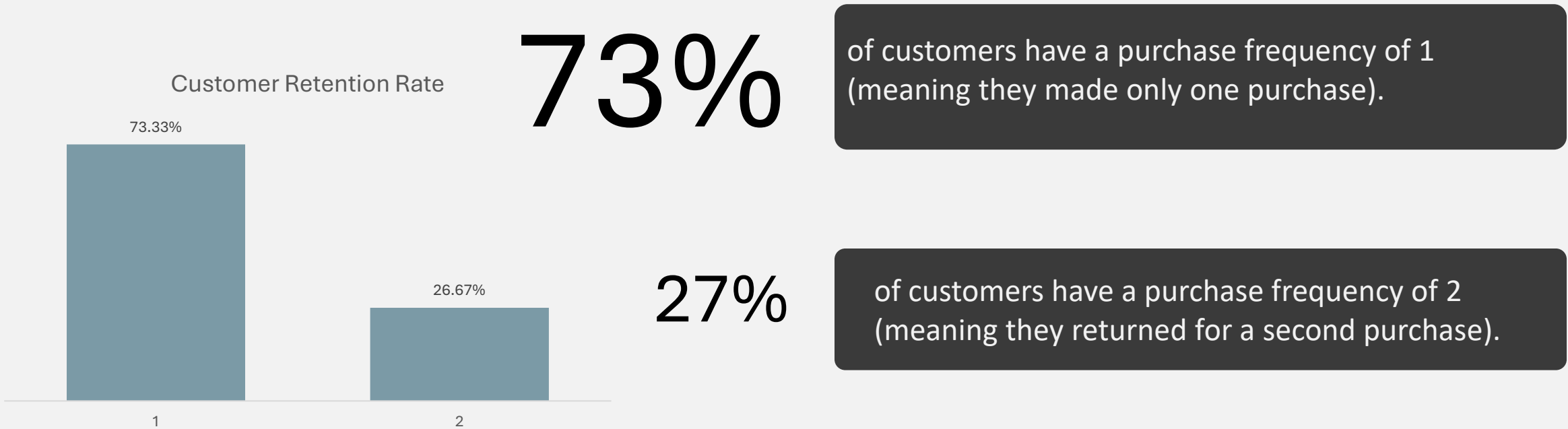
- a. City: NGN 10.70M (33.33%)
- b. Rural: NGN 10.73M (33.44%)
- c. Suburb: NGN 10.66M (33.23%)

### 1. No significant performance gap

→ Demand for products is consistent across urban, suburban, and rural areas.

Most revenue comes from **new or infrequent customers**, meaning fewer people return for repeat purchases.

KEY HIGHLIGHTS



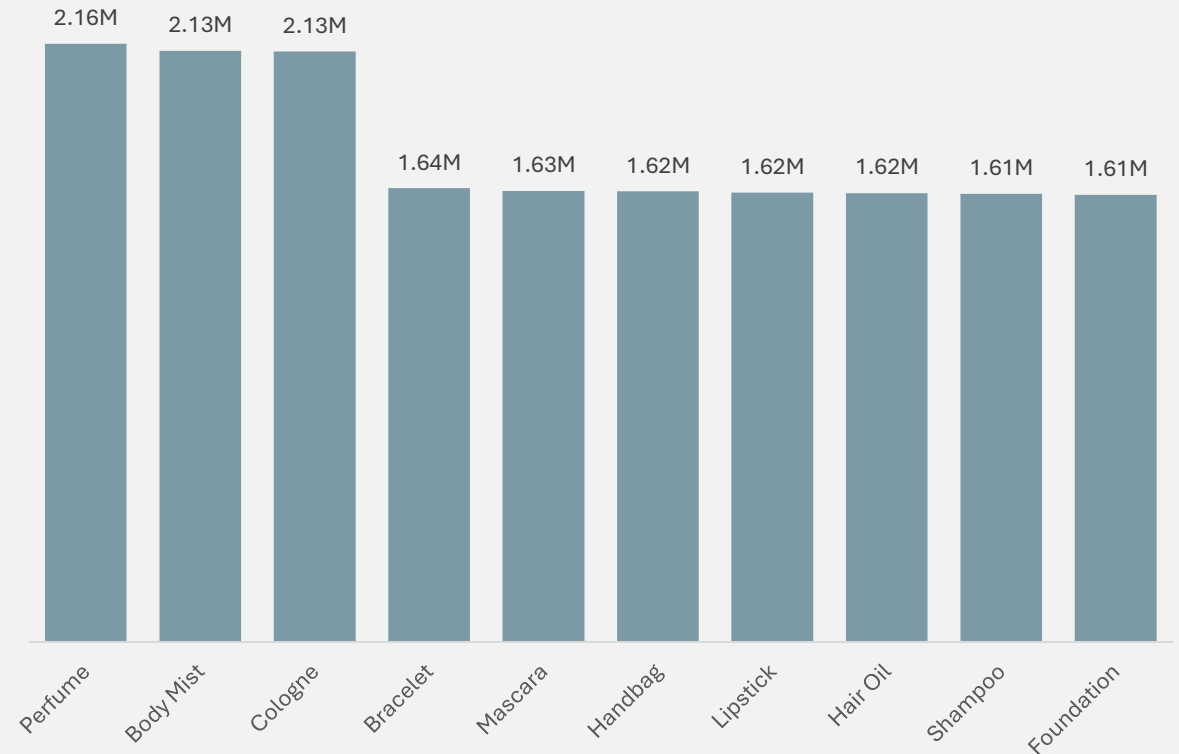
Heavy reliance on new or one-time buyers could indicate Lack of customer retention strategies (e.g., no loyalty programs, weak follow-up marketing).

**Fragrances** dominate the charts! **Perfume**, **Body Mist**, and **Cologne** consistently rank as the top three best-selling products across both years, reaffirming their strong market demand.

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## KEY HIGHLIGHTS

- 1. Capitalize on best-sellers:** Increase stock levels, targeted promotions, and bundling options for **Perfume**, **Body Mist**, and **Cologne** to maximize sales.
- 2. Reevaluate low-performing products:** Assess demand for **Conditioner**, **Earrings**, **Sunscreen**, **Necklace**, and **Styling Gel**—consider discounts, repositioning, or discontinuation.



# High-Turnover Products Drive the Most Revenue

## KEY HIGHLIGHTS

### 1.High Turnover Products (Top 25%) – Fastest Selling Items

These products sell quickly and require frequent restocking to prevent stockouts.

*(Perfume, Cologne, Body Mist, Bracelet, Foundation)*

### 2.Moderate Turnover Products (Middle 50%) – Consistently Selling Items

These products maintain steady demand, ideal for seasonal promotions and upselling strategies.

*(Lipstick, Handbag, Mascara, Hair Oil, Shampoo, Serum, Eyeshadow, Cleanser, Moisturizer)*

### 3. Low Turnover Products (Bottom 25%) – Slow-Moving Inventory

These items have slower sales and may require repositioning or promotions.

*(Conditioner, Earrings, Sunscreen, Necklace, Styling Gel)*

Turnover Rate	Restock Decision
High Turnover	Increase stock to meet demand.
Moderate Turnover	Monitor and adjust stock as needed.
Low Turnover	Reduce stock or consider discontinuing.

Product Name	Sum of Revenue		Sum of TurnoVer RATE
Perfume	NGN	2,156,448.14	431504.27
Cologne	NGN	2,128,422.41	427290.07
Body Mist	NGN	2,130,196.30	425290.56
Bracelet	NGN	1,635,296.06	326347.22
Foundation	NGN	1,612,067.45	325256.49
Lipstick	NGN	1,620,009.17	324239.64
Handbag	NGN	1,624,243.54	323681.16
Mascara	NGN	1,625,542.30	323396.5
Hair Oil	NGN	1,617,811.00	322208.76
Shampoo	NGN	1,614,552.58	321017.77
Serum	NGN	1,604,439.49	319523.68
Eyeshadow	NGN	1,603,477.04	319166.33
Cleanser	NGN	1,588,514.85	318259.78
Moisturizer	NGN	1,585,057.19	318224.06
Conditioner	NGN	1,581,337.66	317700.52
Earrings	NGN	1,587,159.43	317152.6
Sunscreen	NGN	1,591,696.63	316713.24
Necklace	NGN	1,588,073.03	315374.9
Styling Gel	NGN	1,595,422.34	314867.64

# What are the Opportunities For Growth for Clearx Cosmetics

## **01. Keep Customers Coming Back** - *Despite steady sales, many customers don't return.*

- Loyalty programs & discounts can boost repeat purchases.
  - Personalized recommendations based on past purchases.
  - Re-engagement campaigns (email, SMS, app notifications) to retain interest.
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## **02. Marketing Efforts Should be re-evaluated** - *Low or no marketing exposure still drives high revenue.*

- Include retention strategies in marketing efforts.
  - Focus on personalized promotions, not blanket ads.
  - Improve ROI tracking to ensure every campaign delivers impact.
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## **03. Fragrances Are the Star Products** - *Perfume, Body Mist, and Cologne consistently top sales across both years.*

- Double down on fragrance-focused marketing.
  - Create exclusive bundles to encourage higher spending.
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## **04. Price, Not Quantity, Drives Revenue** – *Price is the key lever.*

- Customers are still buying even when prices go up.
- Maintain premium pricing in peak months (March & May) and use targeted promotions instead of discounts.
- Use bundling and limited-time offers in decline months (September, November & December) to sustain sales

# THANK YOU

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