

# SEPHORA SKINCARE TREATMENT PRODUCT ANALYSIS

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# OBJECTIVES

## *Skincare Treatment Products*

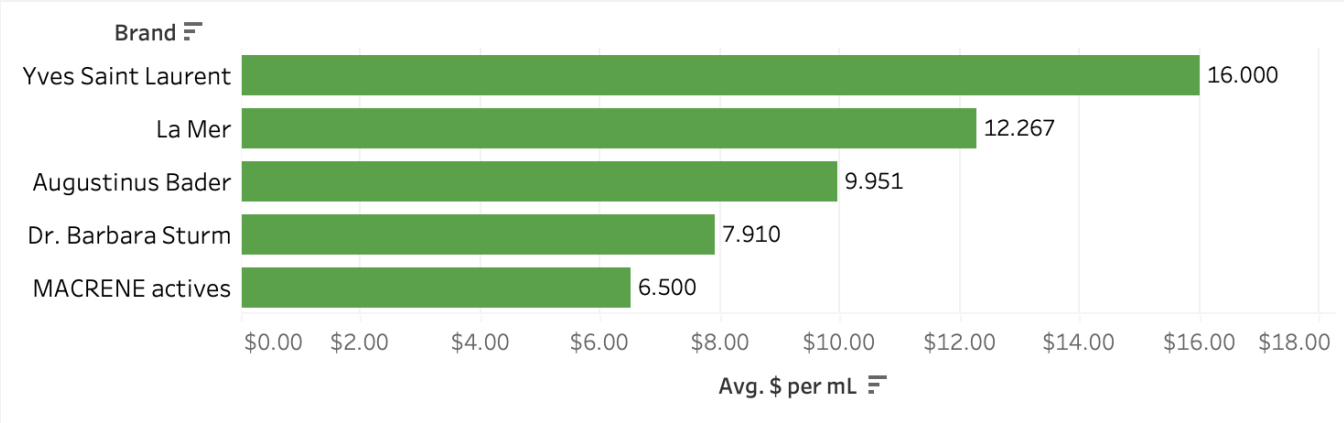
1. Price Analysis
2. Brand Performances
  1. Most popular and highest rated
  2. Least popular and lowest rated
3. Product Solutions (i.e. acne, dryness, dullness)
  1. Market Opportunities

We are conducting a review of the current skincare treatment products to identify underperforming brands for removal, making space for well-performing or new options. Additionally, we seek to understand the primary concerns addressed by our products and identify opportunities in the market for expansion.

# EXPLORATORY PRICE ANALYSIS

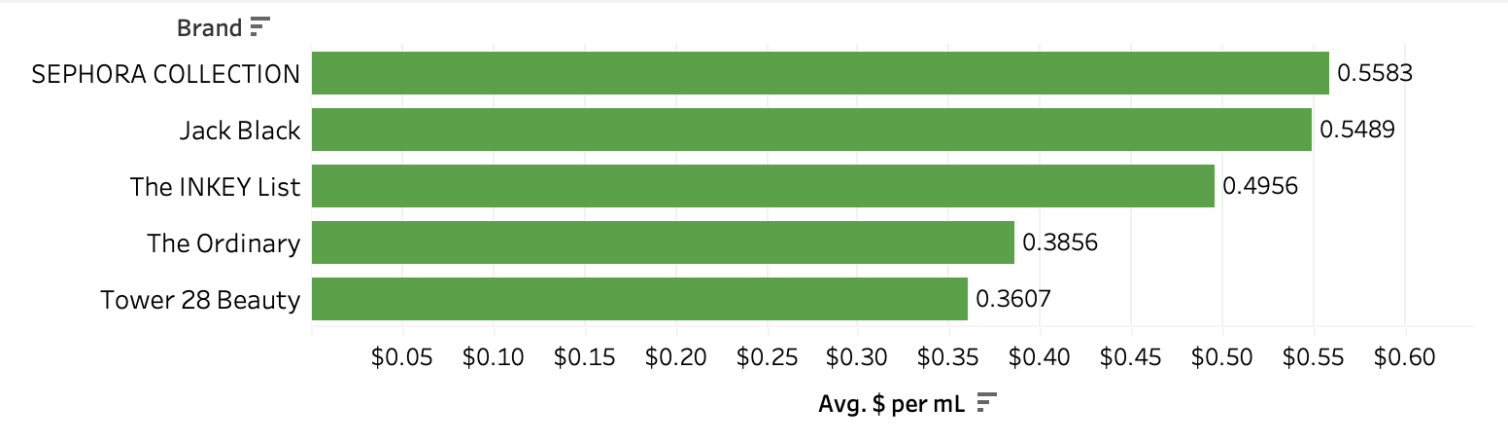
# PRICE ANALYSIS ACROSS BRANDS

## Most expensive brands



Price across brands ranges from an average \$0.36 per mL to \$16.00 per mL

## Least expensive brands

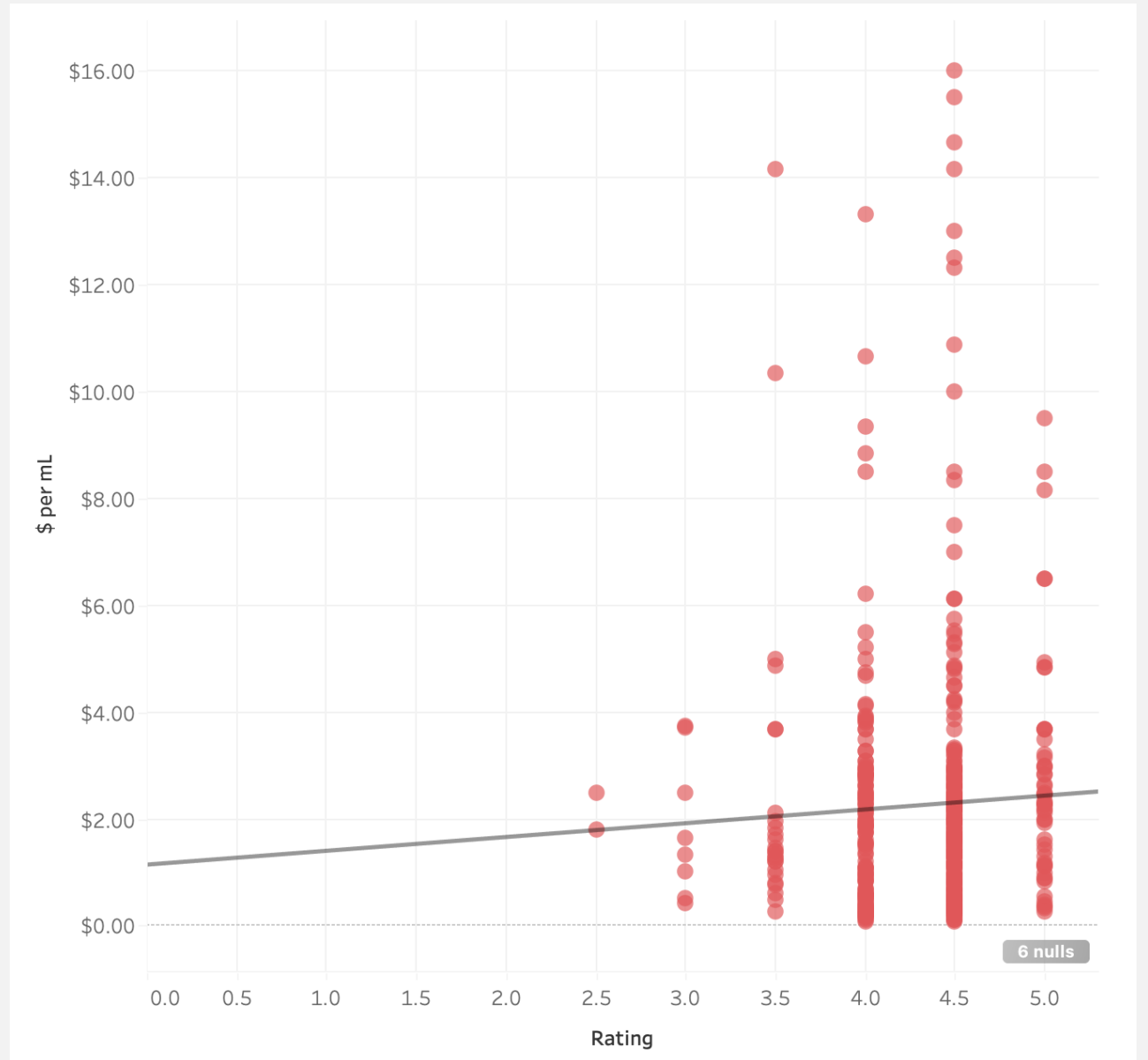


# PRICE VS RATING

Rating positively increases with price per mL

*Note:*

Expensive products may either be more effective OR higher prices may cause customers to believe a product is more effective



# BRAND PERFORMANCES

# WELL PERFORMING BRANDS

Dr. Dennis Gross Skincare  
Lancôme  
Glow Recipe

are highly rated and very popular  
among customers

upper quartile in number of ratings

Number Of Ratings

3,632

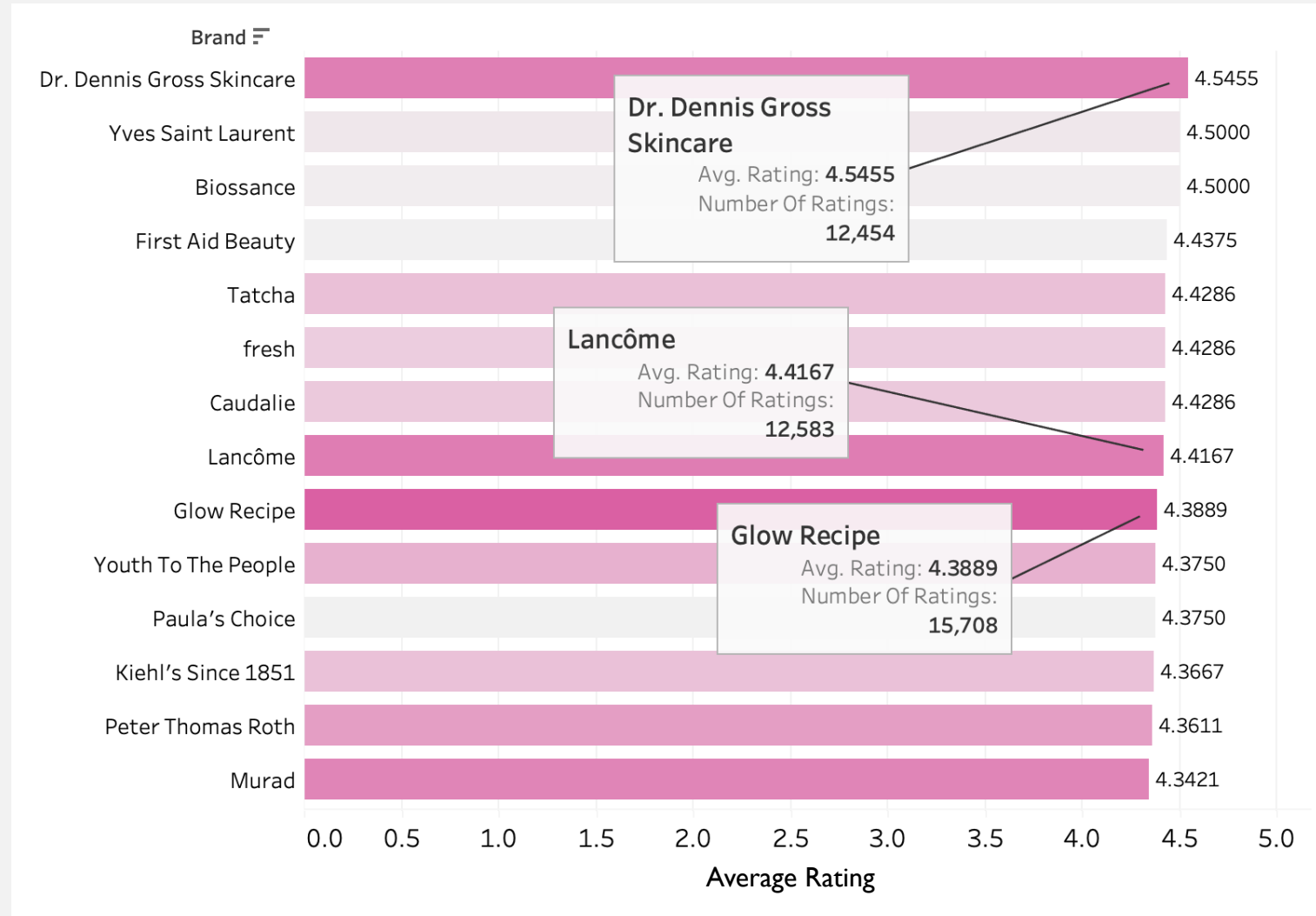
32,083

Number Of Ratings

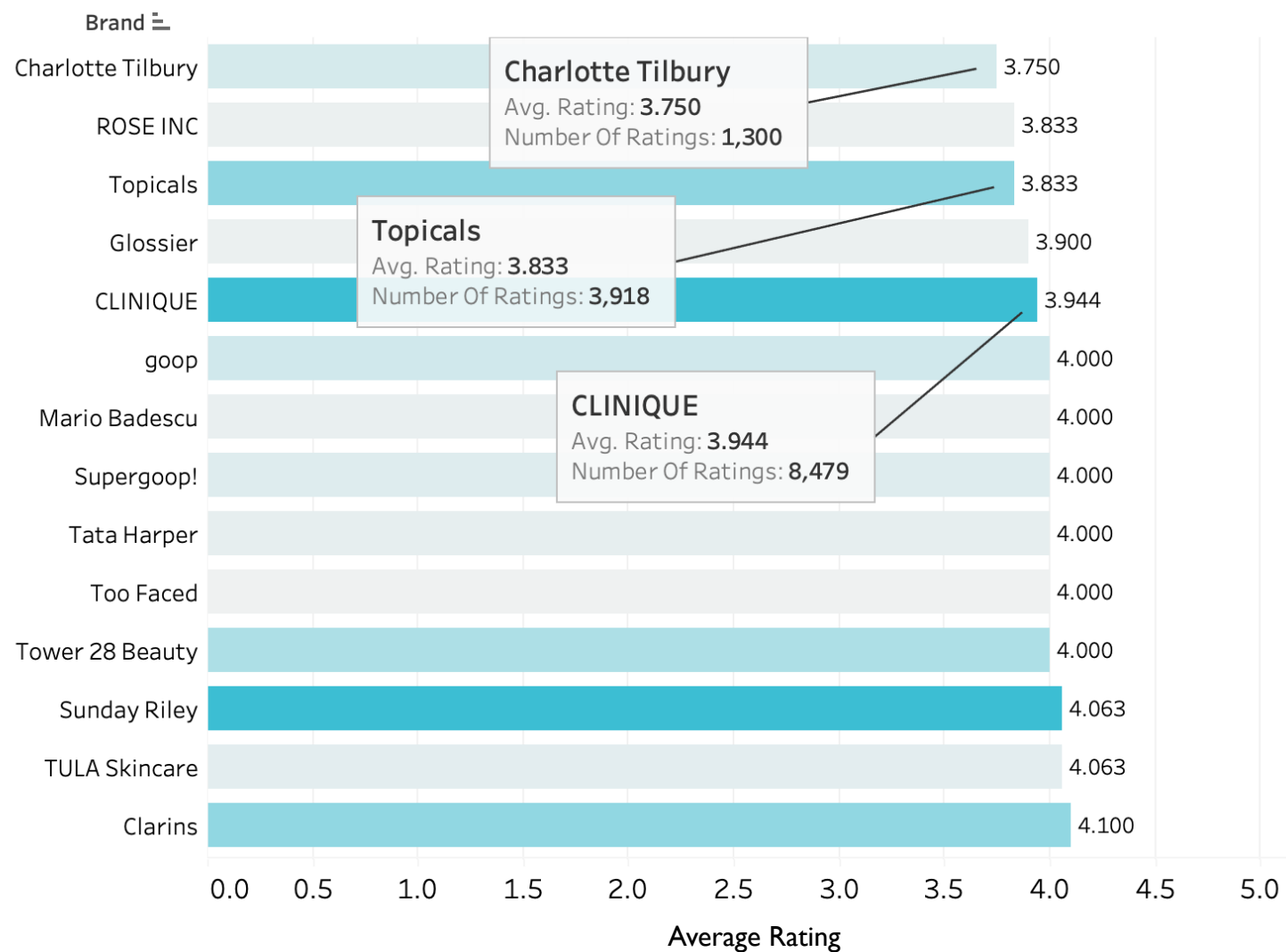
3,632

15,000

## Highest rated brands

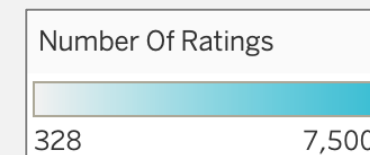
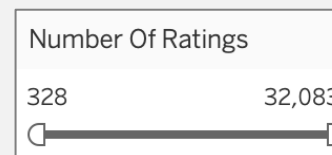


# LOWEST RATED BRANDS



Charlotte Tilbury  
Topicals  
CLINIQUE

are popular, yet some of the lowest  
rated overall among customers

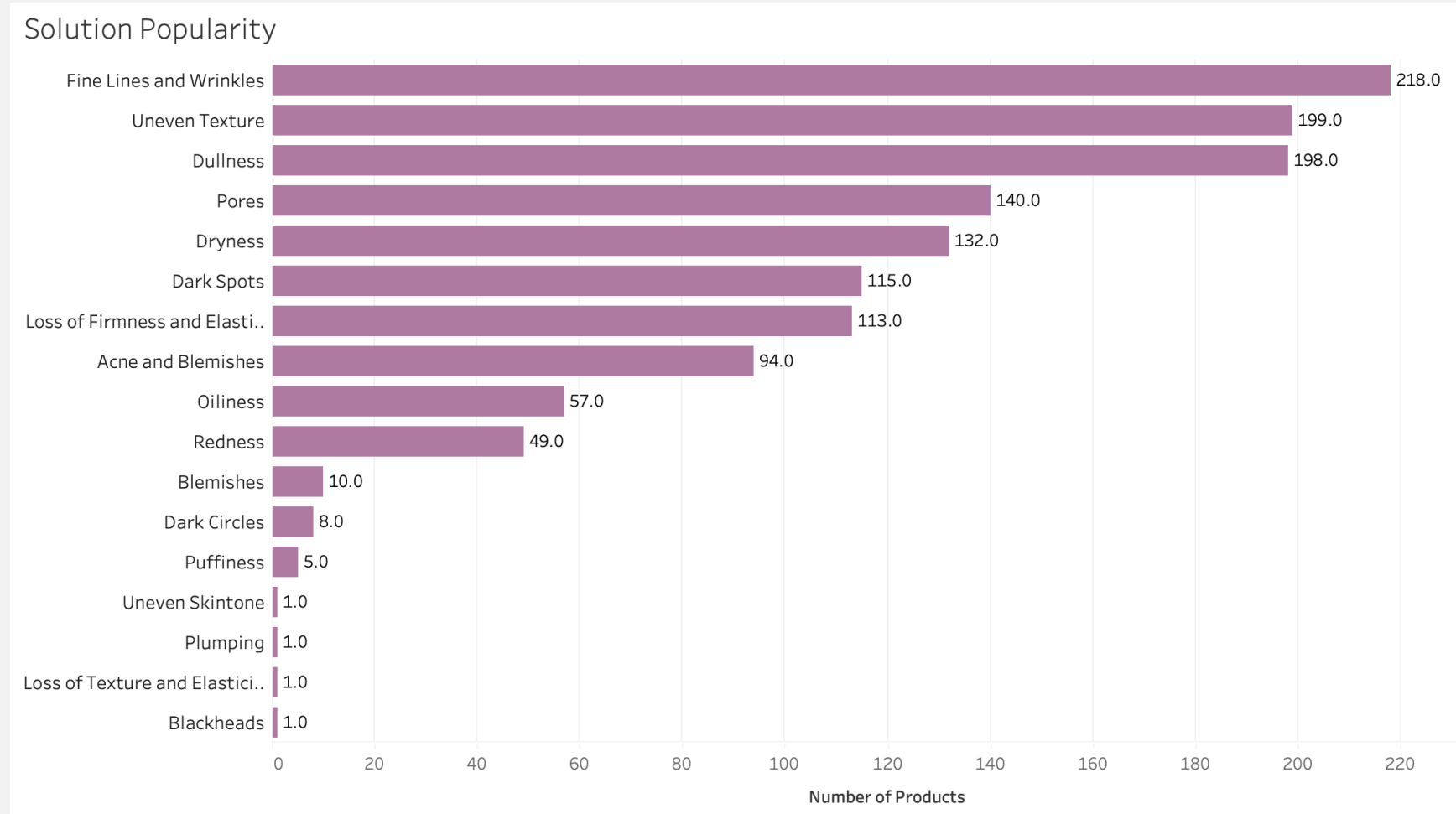




PRODUCT SOLUTIONS

# SOLUTION POPULARITY

Number of products that target a solution

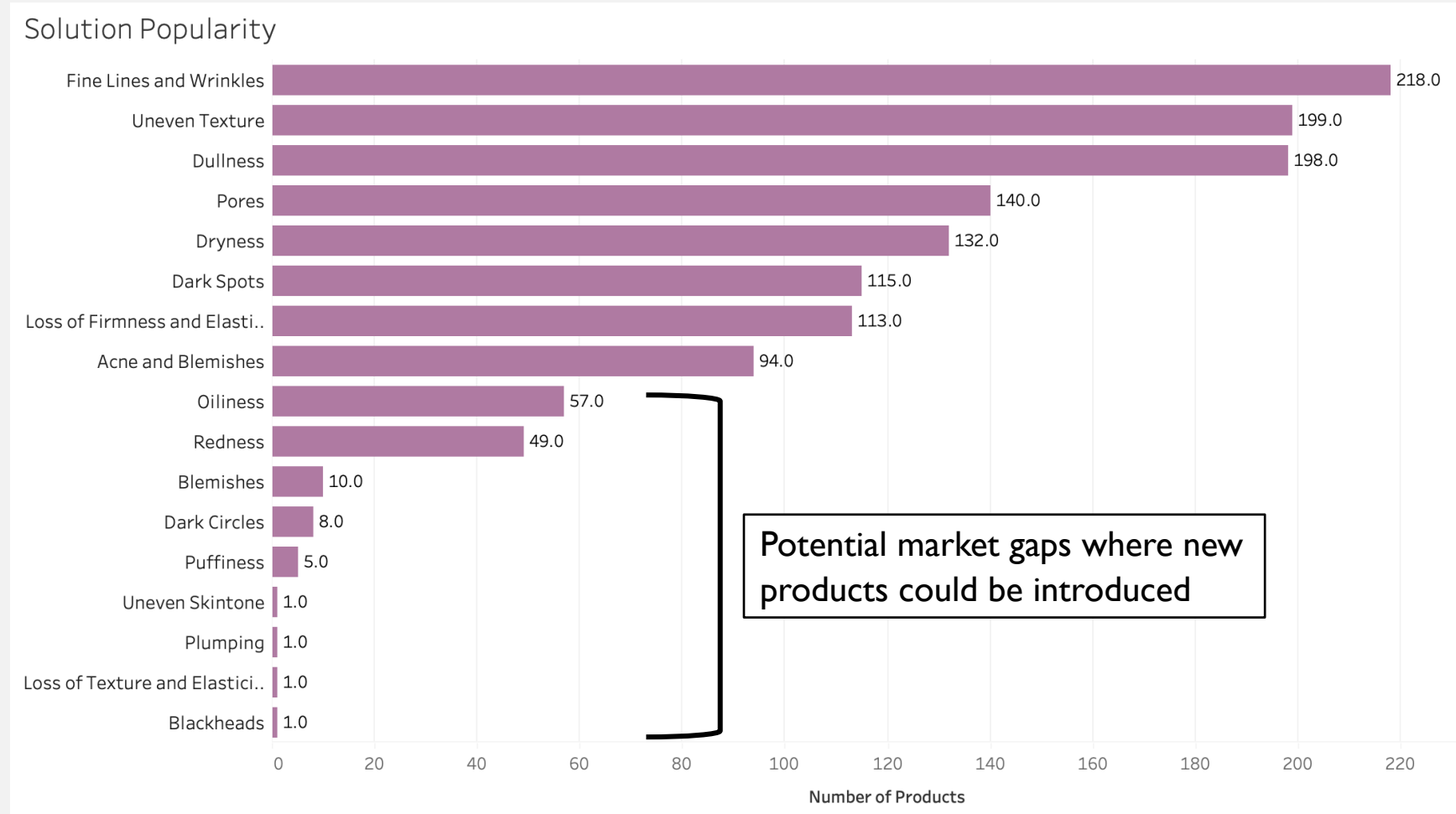


Fine Lines and Wrinkles  
Uneven Texture  
Dullness

are most popularly targeted  
in existing products

# MARKET OPPORTUNITIES

Number of products that target a solution



*Next Steps:*  
Customer profile  
analysis for product  
preferences

## LIMITATIONS & NEXT STEPS

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Data was gathered by web scraping of Sephora's website ([www.sephora.com](http://www.sephora.com)).

The analysis conducted relies solely on this data and lacks access to current sales and other pertinent data, which may affect the accuracy of the findings.

The next steps involve assessing underperforming brands to decide what stays and what goes, making space for new brands and products. Additionally, conducting a customer profile analysis will guide decisions on introducing new products tailored to our market.