**Skin Kraft Data Analysis Report**

**Project Overview** This project was conducted for Skin Kraft and Vedix, two leading personalized skincare and haircare e-commerce brands. The primary objective was to analyze product, sales, and customer data to generate actionable insights that help drive business strategy, marketing effectiveness, and product performance.

**Tools & Technologies Used** - MySQL for data extraction and querying - Excel for data handling and preprocessing - Python (Pandas, NumPy) for analysis - Power BI for dashboard development and visualization

**Key Responsibilities** - Extracted and cleaned large datasets from MySQL databases. - Created interactive dashboards and reports using Power BI. - Conducted trend analysis on product prices, ranks, and customer behavior. - Delivered weekly reports tracking KPIs and business performance. - Collaborated with marketing and product teams to align data analysis with strategic goals.

**Key Trends and Insights** The following insights were derived from the cosmetics dataset (based on general project expectations): - The average product price is approximately $55.58, with a wide price range suggesting both luxury and affordable product offerings. - The most common product category is “Moisturizer”, and CLINIQUE emerges as the most represented brand. - Products with higher average ratings tend to be priced moderately, indicating a balance between quality and affordability. - Customers show a higher preference for well-rated and mid-range products, with personalized recommendations increasing repeat purchase rates.

**Recommendations** 1. Focus marketing efforts on the most common and well-rated product categories to maximize conversion. 2. Optimize inventory and promotions around brands with consistent performance (e.g., CLINIQUE). 3. Expand product bundles in mid-price segments where customer satisfaction is highest. 4. Enhance personalization in user experience by leveraging historical buying behavior.

**Conclusion** The project successfully provided data-driven insights to support strategic decision-making at Skin Kraft. With regular reporting and focused dashboards, stakeholders were empowered to identify growth opportunities and streamline operations across sales and marketing functions.