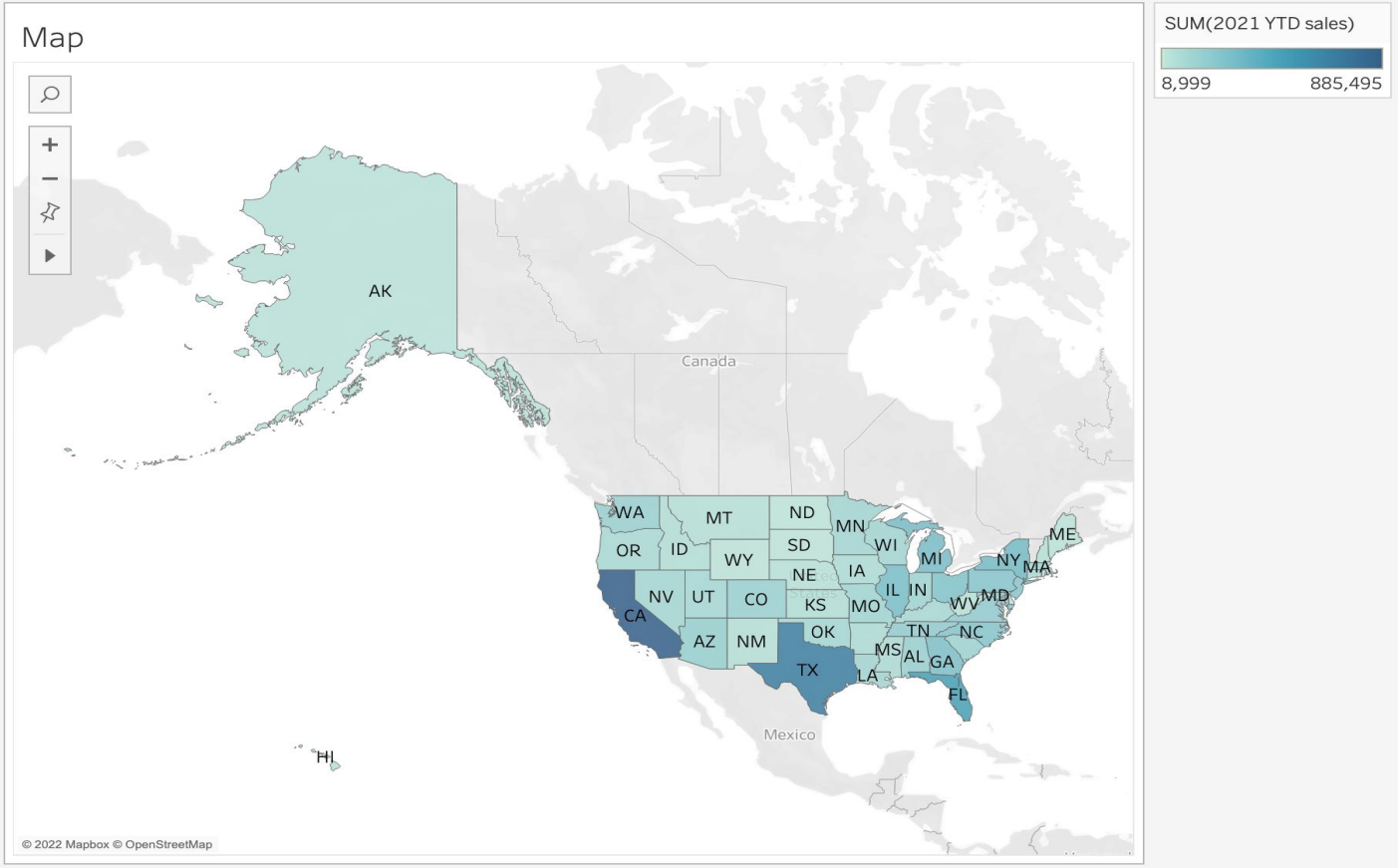


A collection of Dermalogica skincare products is arranged on a light-colored, veined marble surface. The products include a large white bottle with a grey cap, a smaller white bottle with a grey cap, a white tube, and a white pump dispenser. The brand name 'dermalogica' is printed vertically on the bottles and horizontally on the tube. A semi-transparent grey rectangle is positioned in the lower right area of the image, containing the name 'Winnie'.

dermalogica®

Winnie

Heat Map for 2021 YTD sales

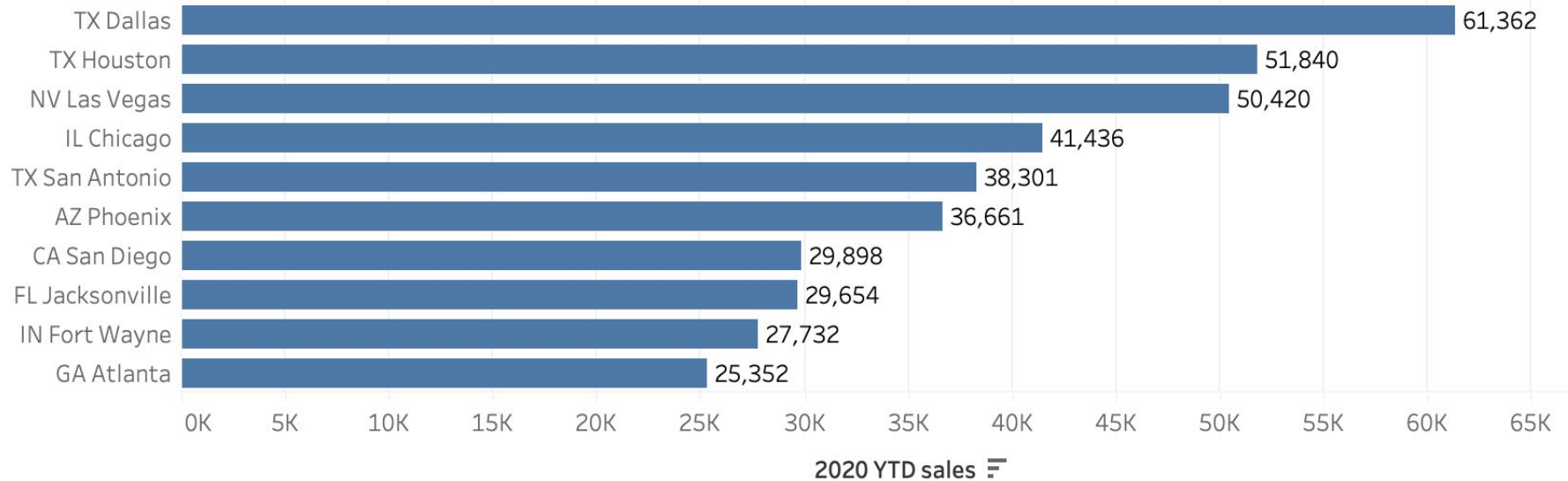


10 Cities that has the Top Sales in 2020



Top 10 City Sales (2020)

States + City

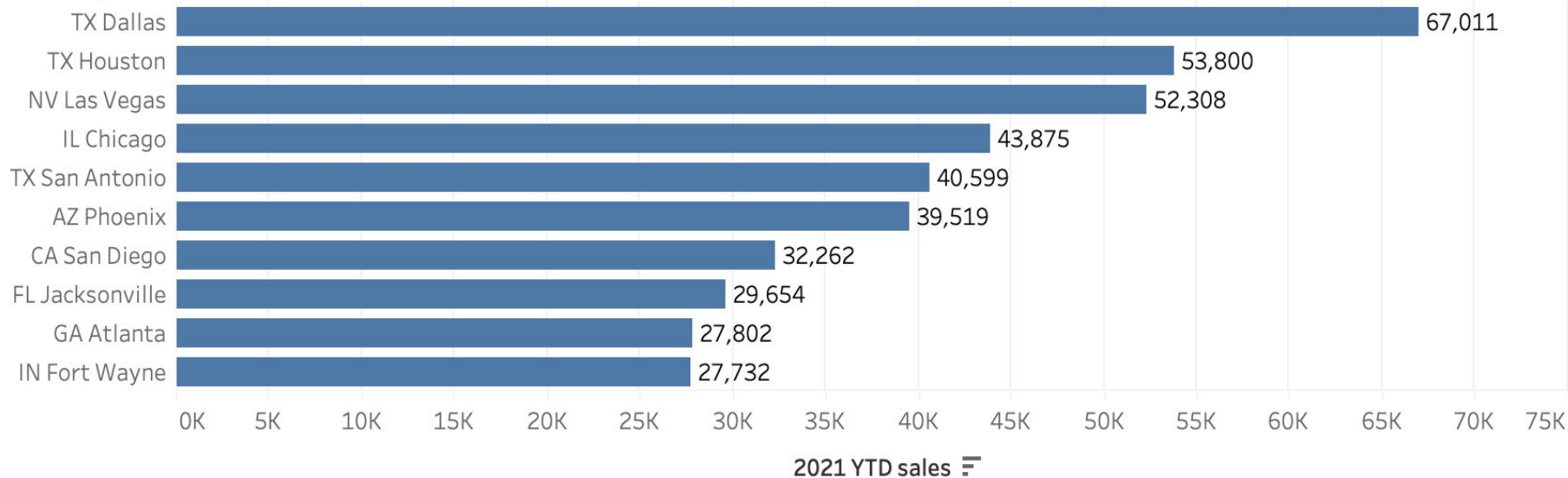


10 Cities that has the Top Sales in 2021



Top 10 City Sales (2021)

States + City



Overview Table

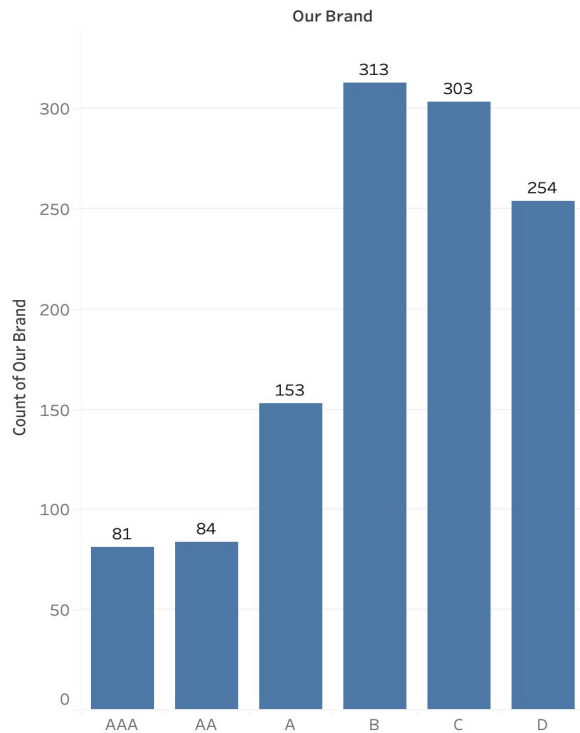
District Name	2020 YTD sales	2021 YTD sales	Count Store Numbers	YTD Growth Rate ..
West Los Angeles	74,504	71,644	12	-3.84
Northern Colorado	74,030	72,780	11	-1.69
Central Wisconsin	90,938	89,433	14	-1.66
Kentucky	98,676	98,441	15	-0.24
Central Valley	75,339	76,219	12	1.17
Montana/Wyoming	48,197	49,229	8	2.14
Alaska/Hawaii	41,498	42,438	7	2.27
South New Jersey	68,346	70,057	12	2.50
Dallas North / West Texas	57,860	59,380	10	2.63
Kansas	61,179	62,928	14	2.86

Risk: Four Districts has negative sales growth. Even though CA has the highest sales,

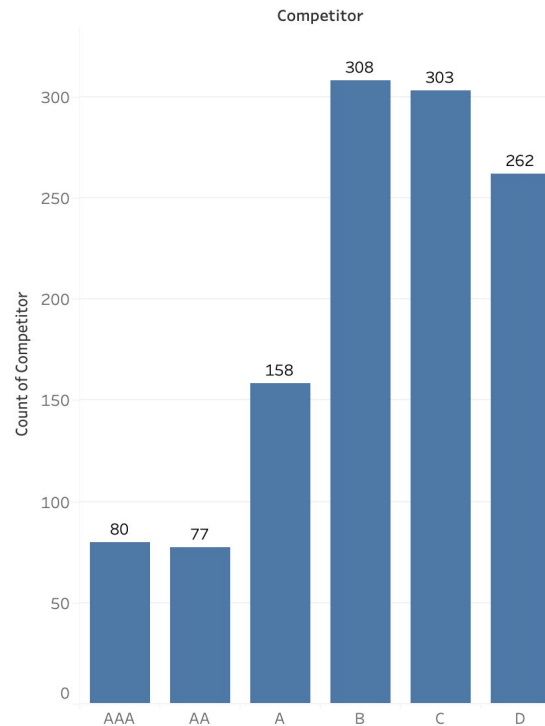
“West Los Angeles” has the worst (negative) growth rate across all districts

of Ranking: Our Brand vs. Competitor

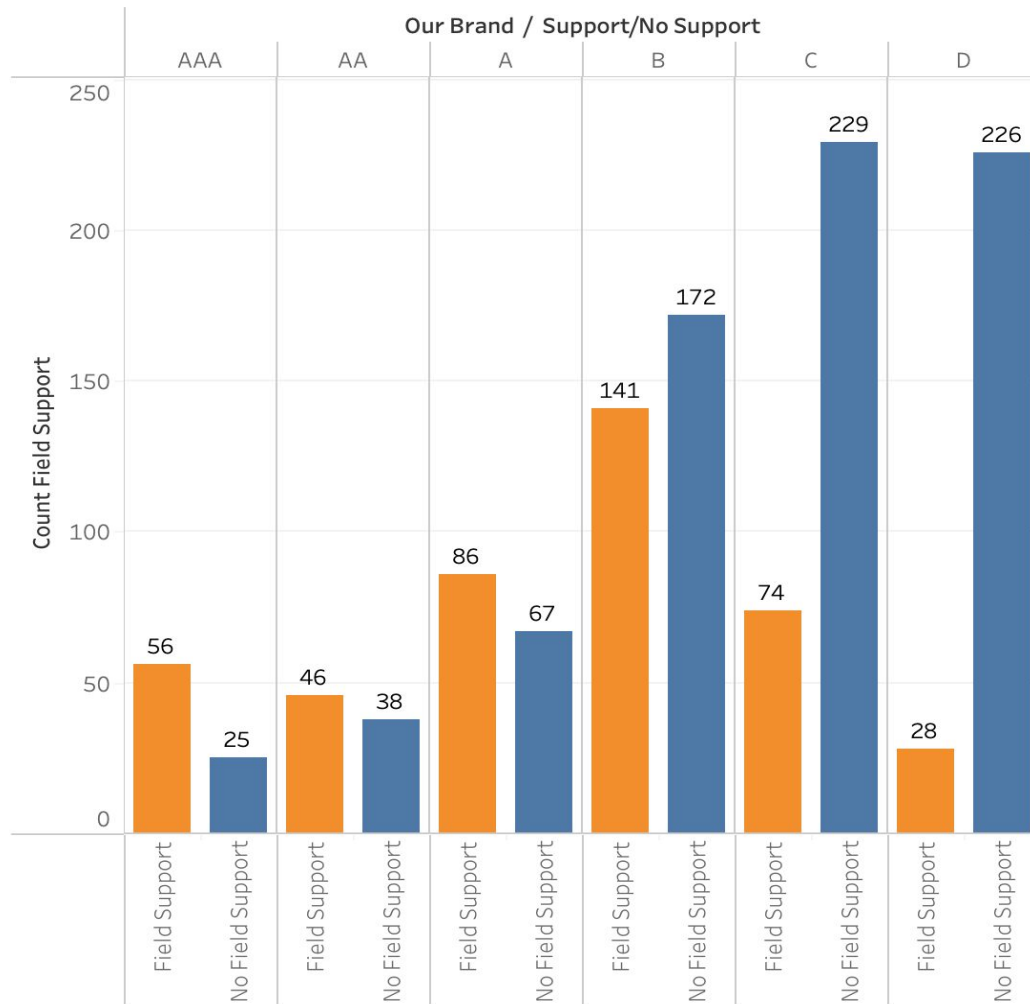
Our Brand Ranking



Competitor Ranking



Our Brand Support



Insights

- With more Field Support (Orange > Blue), the ranking tends to be higher (AAA-A)
- The number of 'Field Support' compare to the 'No field support' influences the ranking of ABCD

Brand Sales



Sales Trend:

- Each Ranking has generate **better sales value** from 2020 to 2021

Overview Table

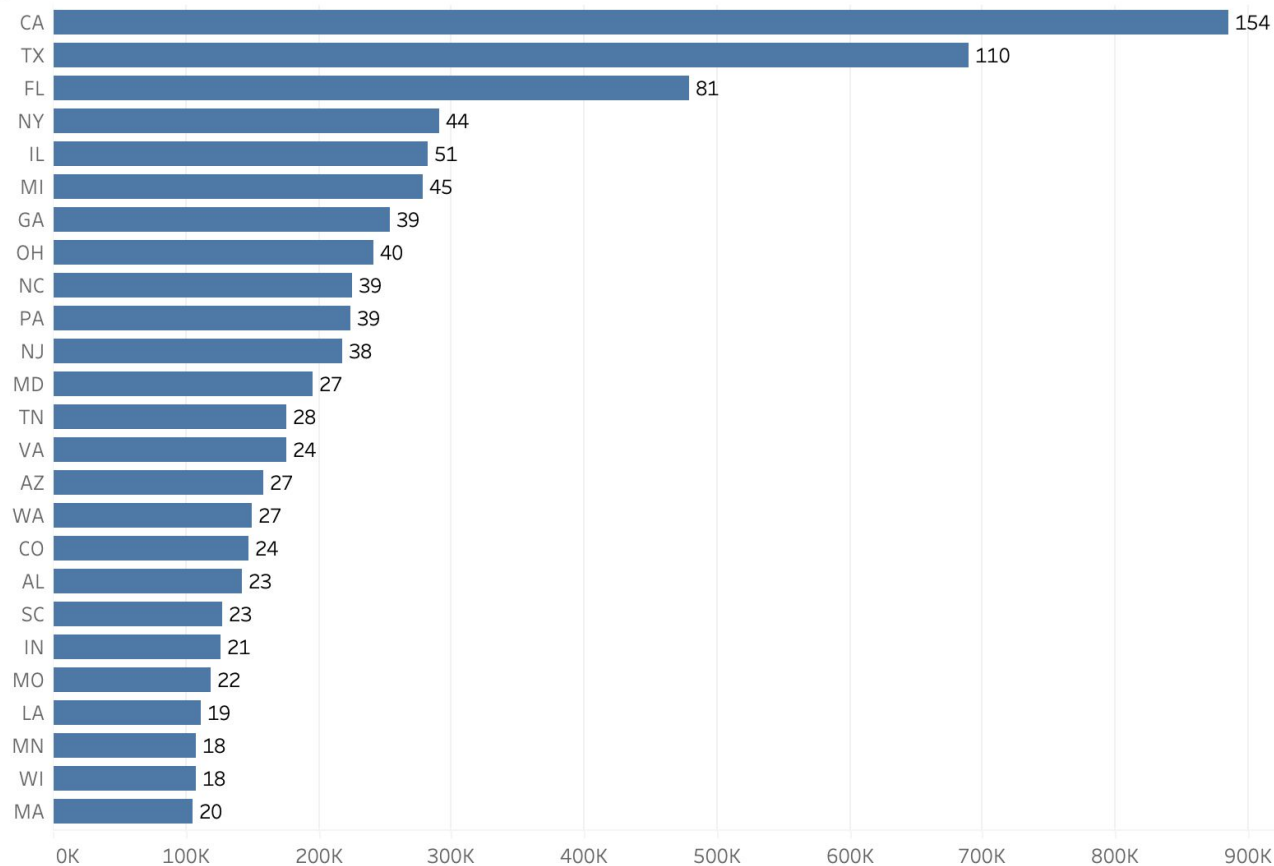
State	Our Br..	2020 YTD sales	2021 YTD sales	Count Store Numbers
CA	C	247,520	257,829	45
	B	212,628	224,945	40
	D	183,567	188,794	34
	A	102,993	109,813	19
	AA	57,083	60,274	8
	AAA	41,011	43,839	8
TX	B	145,529	153,608	26
	C	148,758	153,108	28
	AAA	104,936	114,752	13
	AA	85,800	95,111	12
	D	91,480	94,126	19
	A	71,174	78,818	12
FL	D	135,179	139,884	23
	B	104,669	111,608	21
	C	101,038	104,588	19
	A	61,830	65,848	12
	AA	34,743	39,842	5
	AAA	14,294	17,438	1

AGG(YTD Growth Rate ...



of store in each states

State



2021 YTD sales

A collection of Dermalogica skincare products is arranged on a light-colored, veined marble surface. The products include a large white bottle with a grey pump dispenser, a tall white bottle with a grey cap, a smaller white bottle with a grey cap, and a white tube. The Dermalogica logo is visible on each product. In the top left corner, there is a small horizontal bar with a teal segment on the left and an orange segment on the right.

Thank You