IDEAS

① Revenue of Prestigious cosmetic market worldwide
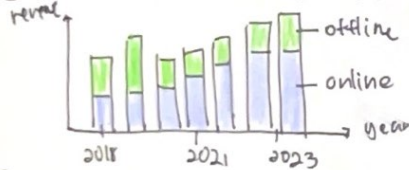

⑥ global sephora.com website visitors by age

18.23%

25-34 — 36.14%

⑦ pie chart

② Radar chart on revenue of the global cosmetics market by segment

natural cosmetics
eyes
face
lips
nails
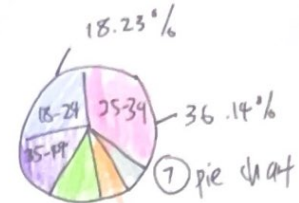
⑧ important factors for consumers buying beauty product

factors
effectivity
inclusivity
vegan
→ %

③ Treemap for brand value of leading 10 cosmetic brands

loreal Pore
Nivea

%
inclusivity vegan factors
⑨ lollipop chart

④ sales channel + revenue of cosmetics industry malaysia

revenue
— offline
— online
→ year
2018   2021   2023
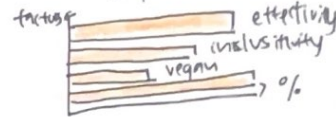
⑩ monthly spending on beauty/cosmetic product

100 or less
200 or less 200
300 - 400
→ 7%
⑫

⑤ revenue of cosmetic industry world wide & breakdown of cosmetic industry market

revenue
skincare
haircare
makeup
→ year
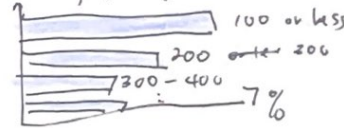
⑪ revenue growth in beauty & personal care in ecommerce msia

%
→ year
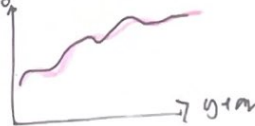
Filter
- ⑩ and ⑫ are similar
- ⑥ and ⑦ represent similar findings in different visual
- ⑧ and ⑨ represent similar findings in different visual
- ⑤ could be excluded as the bar chart has large values and line chart would squeeze in the bottom due to low value

Categorize

comparison
② revenue by segment
③ brand value
⑥ & ⑦ age demographic
⑧ & ⑨ factors
⑩ monthly spending
⑫ donut chart

trends
① worldwide trend
④ revenue trend
⑪ revenue growth

Question
- Are all these chart idicons ideas drawn above doable?
- Does it show a clear story of the market of beauty industry?

Combine & refine

① global map
⑤ radar chat
⑧ lollipop
⑩

① global map
② radar chart
③ treemap
④
⑦
⑩ monthly spending

DS2
DS3 DS4

① global map
⑥
⑧ factors
⑫ donut chart

Layout
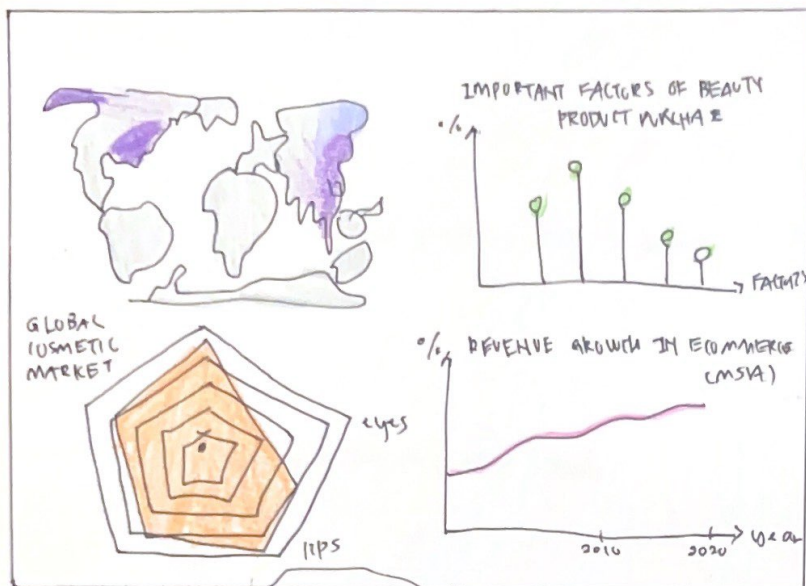
IMPORTANT FACTORS OF BEAUTY PRODUCT PURCHASE

FACTORS

GLOBAL COSMETIC MARKET

eyes

lips

REVENUE GROWTH IN ECOMMERCE (MSIA)

2016   2020   year

Operation

- user able to see the % of importance factors when hovering over the lollipop

- hovering over the radar chart will show % of revenue of global cosmetic market by segment

FOCUS

percentage importance of the factor, line chart ends with a 'o'

use lolipop chart, a line instead of a bar is used

FACTORS

vegan inclutivity ~ effectivness ~

showing % of increase of revenue by each year in the ecommerce industry of msia

year

2010   2020
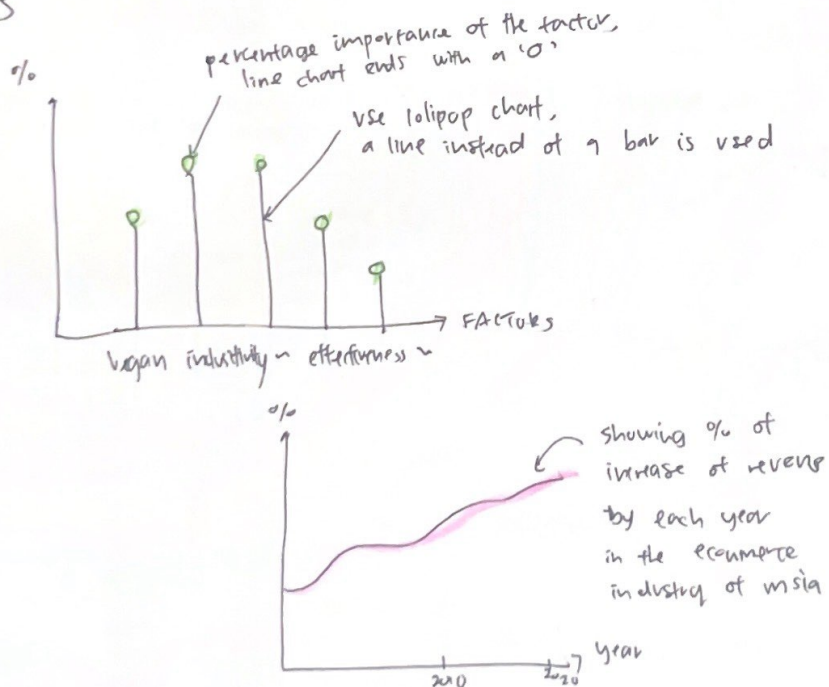
Discussion

POSITIVES

· easy to implement

· simple design

NEGATIVES

· lack of interaction in idioms due to simple data

· no storyline/ underlying patterns of relationship shows

LAYOUT

chloropleth map

pie chart for age demographic

revenue by segment

Revenue & sales channel

treemap

bar chart for monthly spending

Revenue

showing revenue that came from each sales channel for each year

☑ online
☐ offline

2019 2020 2021 2022 2023 2024   year

start year —— 2020
end year —— 2023

loreal dominates the brand value of the beauty industry

loreal   Dove
Nivea

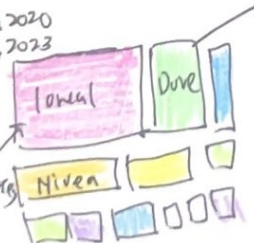size of each tree map columns stands for how much brand value it has

OPERATION

- filter slider to show range of years in barchart
- hover over bar chart to show the percentage of revenue generated by each chart sale chanel and the total revenue in billions
- hover over pie chart to show the percentage of age each age range purchasing beauty product
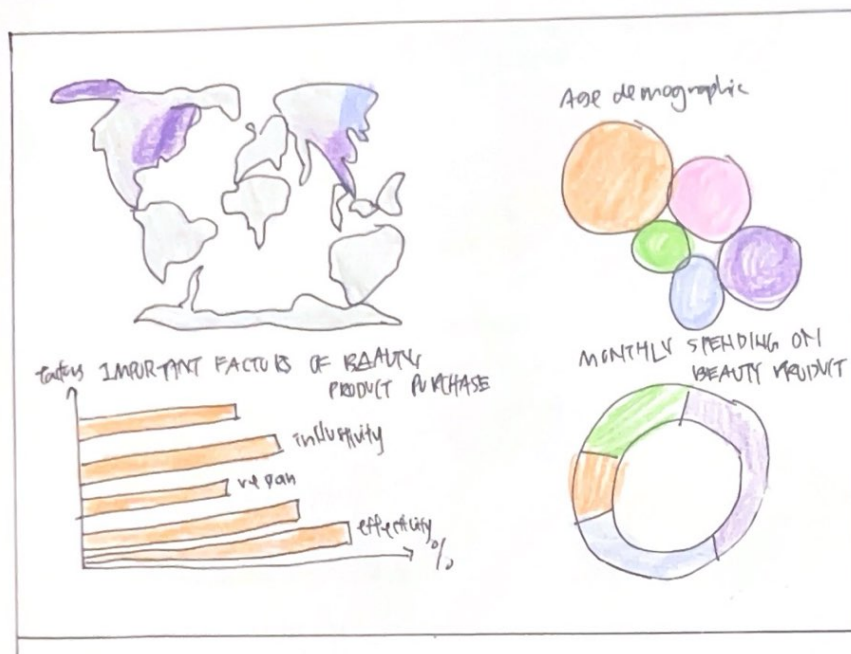
DISCUSSION

POSITIVES

- reveal underlying patterns of industry
- interactive to slider to show range of years in bar chart

NEGATIVES

- need spacing has to be improve further

Layout

Age demographic

IMPORTANT FACTORS OF BEAUTY PRODUCT PURCHASE

influenity

vegan

effectivity %

MONTHLY SPENDING ON BEAUTY PRODUCT

FOCUS

36%

25-34

18-24

18.23%

35-44

The larger the bubble the bigger the percentage, showing the age demographic of sephora.com (beauty) (website) visitors

monthly spending on beauty products in malaysia represented by a donut chart

33% — 100 or less

25% — 200-300

20% — 300-400

400-500

500+

Operation
- hovering over donut chart can show the percentage of monthly spend of each range for mdaysians
- bar chart showing the factors affecting purchas of beauty products, hovering it can show the % importance of each factors
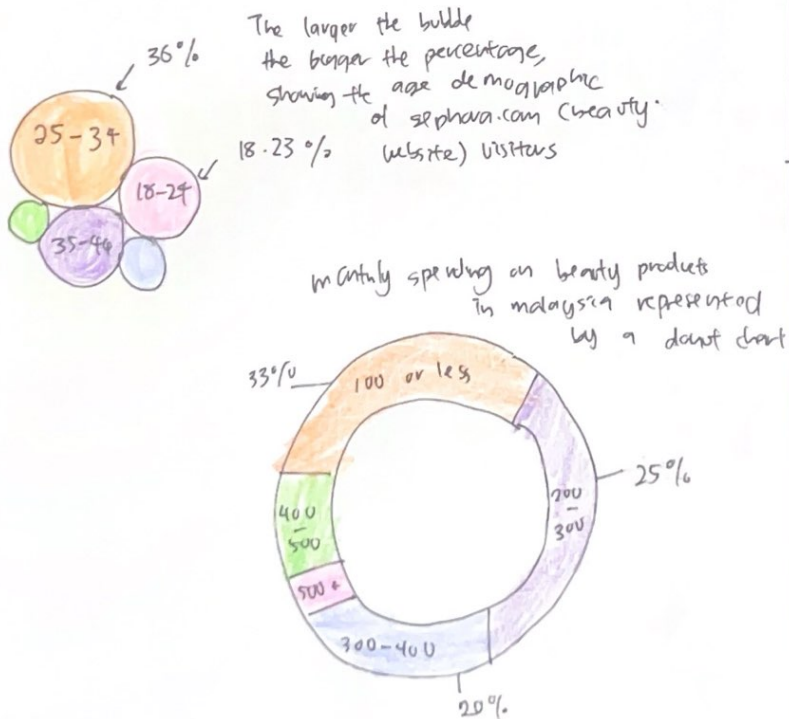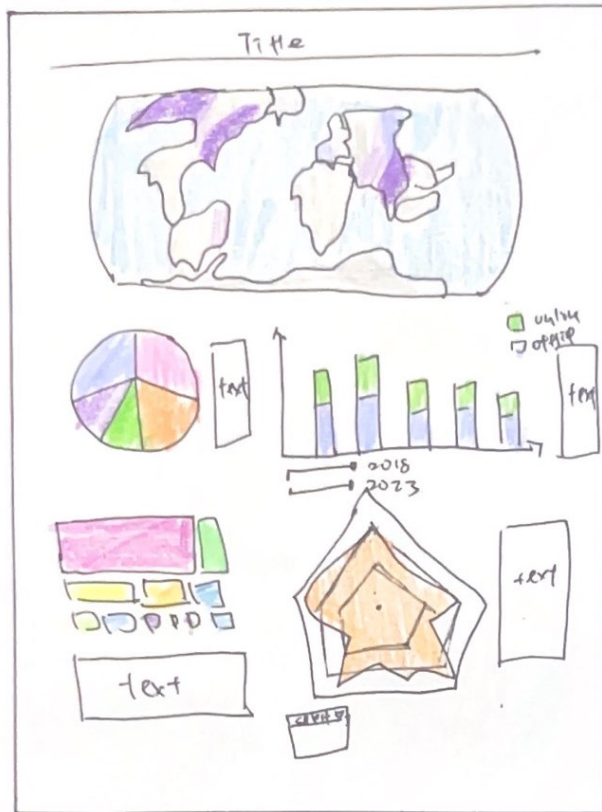
Discussion
POSITIVE
, easy to implement

NEGATIVE
. might not be the best decision to show age demographic with this idea
. does not reveal any underlying patterns of relationship

LAYOUT

Title
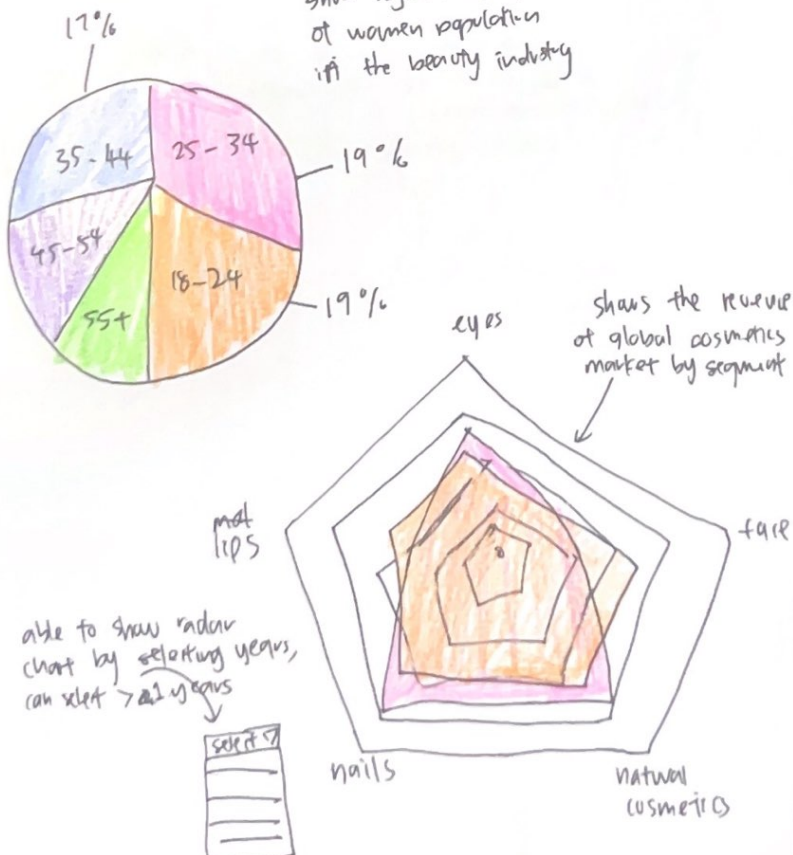
OPERATION

- stacked bar chart showing revenue by year and its sales channel, can filter which year to be shown in bar chart
- radar chart also have a 'select' dropdown menu to filter by year
- tree map to show which brands are significant in the market by its size

FOCUS/ZOOM

17%

Show age demographic of women population in the beauty industry

35-44   25-34   19%

45-54   18-24   19%

55+

eyes

Shows the revenue of global cosmetics market by segment

mat lips

face

able to show radar chart by selecting years, can select >a1 years

select ▽

nails

natural cosmetics

DETAILS

- color coded segments in pie chart and tree map for easy identification
- interactive tooltip to show details of each graphs on hover