



SEPHORA

Product Insights

Data Exploration

Dataset Overview

“Sephora Products and Skincare Reviews”

- Information about all beauty products (8,000+) from the Sephora online store
 - Category (skincare, makeup, fragrance)
 - Product name
 - Price
 - Brand name
 - Rating
 - Love count
- Kaggle Usability score of 10.00 (0-10)
- Updated last year

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Abstract

The goal of this project is to analyze the Sephora products dataset to understand consumer preferences and satisfaction. The beauty industry thrives on trends and customer insights, making it essential to explore how price and satisfaction vary across makeup and skincare brands.

This analysis explores which makeup brands strike the best balance between affordability and high customer ratings. It also compares the top 10 brands based on customer love/popularity versus average ratings, offering insights for beauty brands and Sephora competitors looking to refine their market positioning and product development strategies.

Sephora Background

ABOUT

Sephora is a privately held beauty and cosmetics company headquartered in France. They are owned by a luxury goods group, LVMH.

They produce and are a retailer for cosmetics, haircare, skincare, nail, and other products.



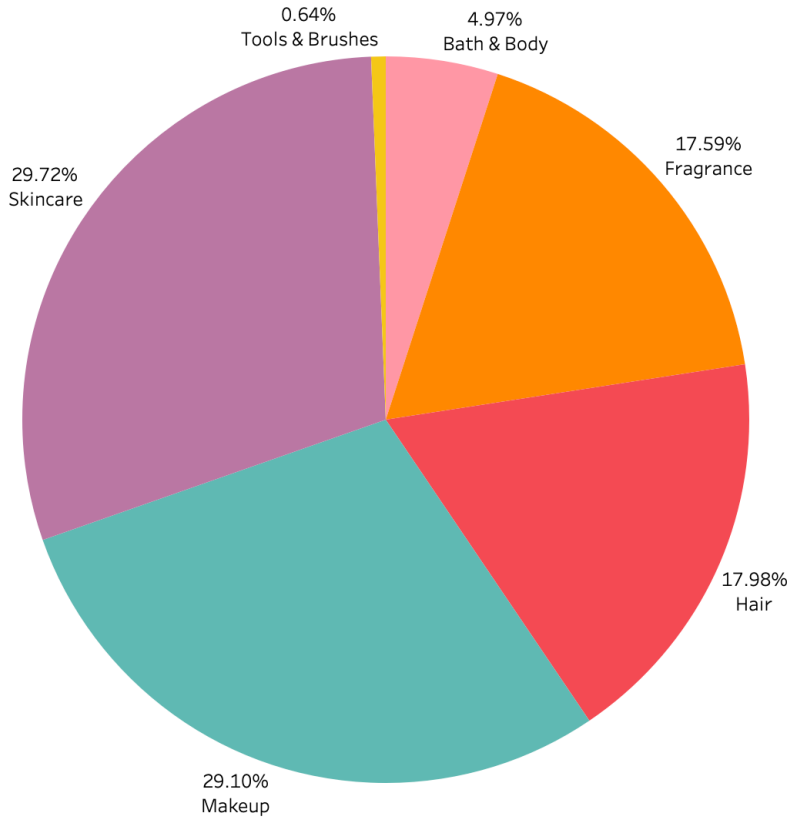
Sephora is #2 in market share for this industry, behind Ulta. (*IBIS WORLD*)

Although Ulta is #1 in market share for this industry, according to a survey carried out in the United States in 2024, Sephora was the leading beauty destination among U.S. female Gen Z (and even younger) consumers in that period, with a share of around 37 percent. Ulta Beauty ranked second, with a share of 31 percent. (Statista)

This would allude that Sephora is a disruptor in the Beauty, cosmetics & fragrance stores market.

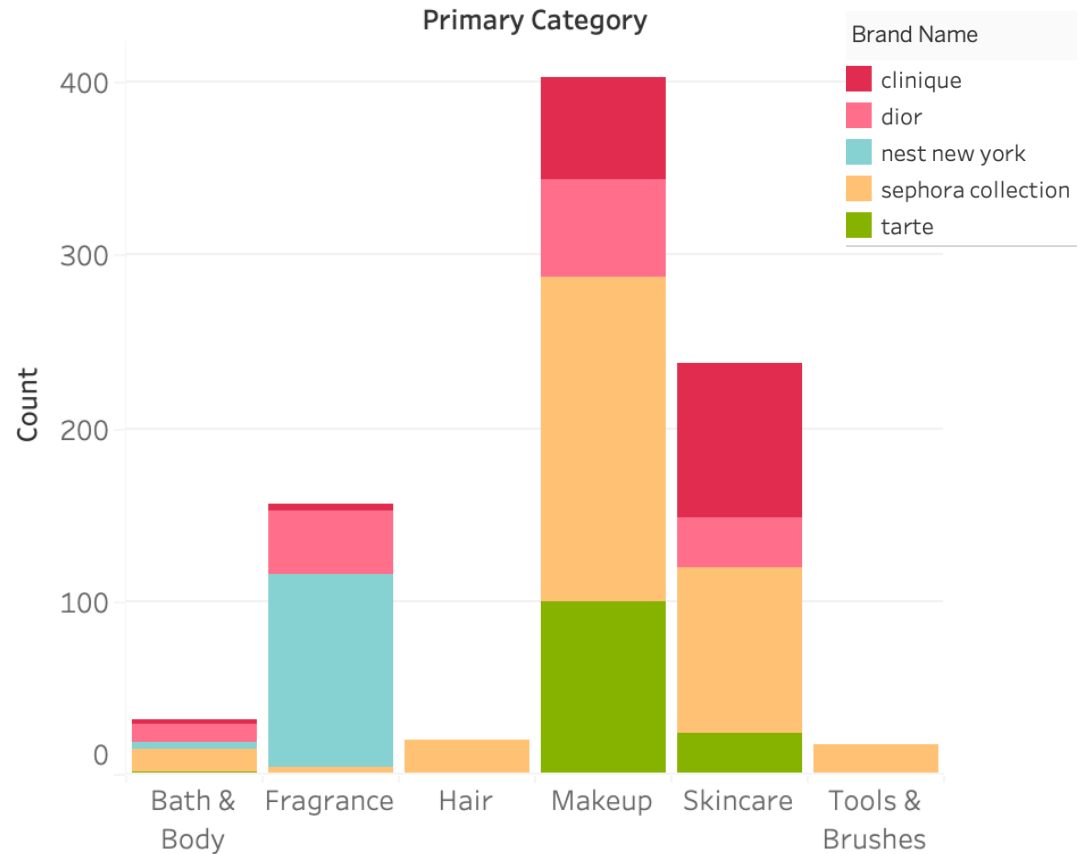
The Potential of the Dataset

Product Distribution by Category




Sephora carries mostly Skincare and Makeup balanced and share majority of the Category makeup.

Top 5 Brand Distribution Per Categories

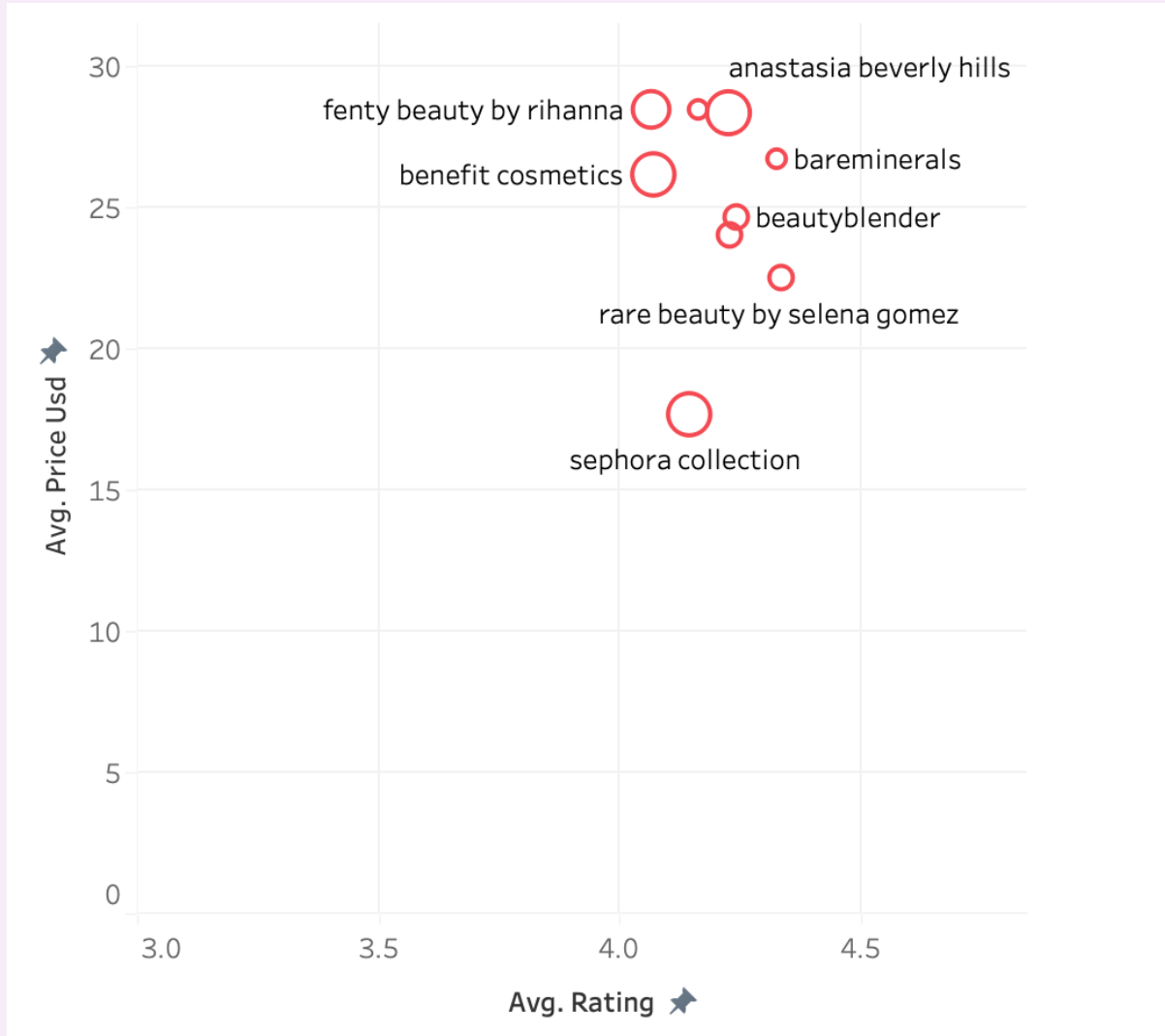


Clinique, Dior, Nest, Sephora Collection, and Tarte are the top five brands, with products spanning every category Sephora carries.



Q | *Which makeup brands offer the best balance between affordability and high customer ratings?*

Top Rated (4.0+) Budget (<\$30) Brands with 10000+ Reviews



This visualization highlights brands that offer the best value, combining affordability with high customer ratings.

For consumers, these brands are worth exploring for quality, budget-friendly options.

For competitor retailers may also be interested in these products as attractive additions to their shelves.

This graph demonstrates brands with products average cost is ~\$30 that have an average rating of 4+ by over 10,000 people.

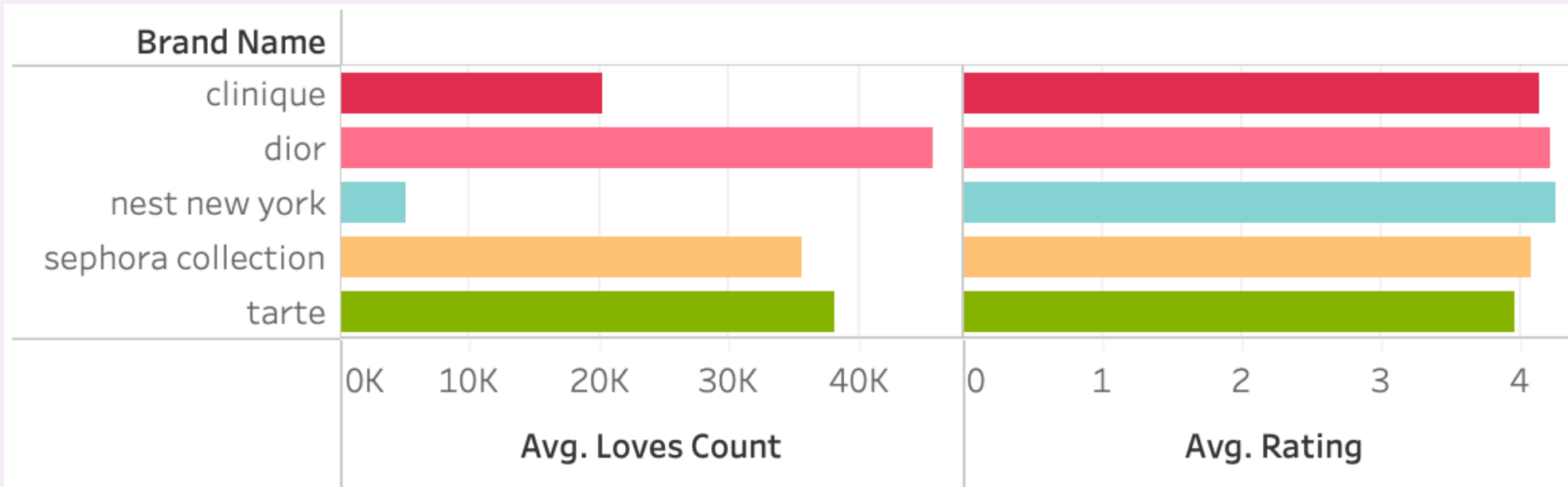


Q2

How do the top 10 brands compare in terms of customer love/popularity versus average ratings?

What insights can we gain from comparing brands by their popularity and customer satisfaction metrics?

Average Love Count vs Rating for Top 5 brands Across Categories



From this it can be concluded that all of these brands have high average ratings. Dior shows high popularity as well as high customer satisfaction. If I was a Sephora competitor I might look into investing into Dior product lines because they seem to appeal and satisfy consumers.

It can also be observed that Clinique and Nest may not be the “most” popular but they have high customer satisfaction.



Disclaimer & Methodology

To create these visualizations, I cleaned the dataset from Kaggle using Python in Google Colab before importing it into Tableau.

This project was just for fun, an expanded version of work I started last semester to improve my previous results.

406554: SEPHORA US COMPANY BENCHMARKING REPORT. March. 2024.

Inky, Nady. 20 March 2023. Sephora Products and Skincare Reviews. Retrieved [26 March 2025] from <https://www.kaggle.com/datasets/nadyinky/sephora-products-and-skincare-reviews/data>.

Piper Sandler. "Leading Beauty Shopping Destinations among Gen Z in The United States in 2024." *Statista*, Statista Inc., 8 Apr 2024, <https://www.statista.com/statistics/1293595/leading-beauty-shops-among-gen-z-in-the-us/>