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(Trainity Assignment : 1)

Project: Data Analytics in E-commerce – “Understanding Customer Preferences and Trends”

Introduction:

We use data analytics in everyday life. Mostly for extracting insights from data to make informed decisions. Here I am going to discuss a use of data analytics in E-commerce.

1: Plan

Planning Phase for Data Analytics in E-commerce – “Understanding Customer Preferences and Trends”

We will consider following things:

- Goals: To focus on increase sales and customer satisfaction.
- Dataset for study: Customer demographics, purchase history, website interactions, etc.
- E-commerce scenario: Optimizing product offerings and marketing strategies.

2: Prepare

Data Preparation Phase mainly focus on :

- Data sources: Online transactions, customer surveys, website analytics.
- Data cleaning: Removing errors and inconsistencies from dataset.
- E-commerce scenario: Collecting and cleaning relevant data.

3: Process

Data Processing Phase has following key points:

- we will categorize products and customer preferences.
- will use some machine learning algorithms for customer segmentation.
- E-commerce scenario: Mainly focus on generating personalized product recommendations.

4: Analyze

Data Analysis can be done using as follows:

- Firstly, to identifying trends and patterns.
- Doing market basket analysis for product associations.
- Sentiment analysis on customer feedback.
- E-commerce scenario: Uncovering insights from processed data.

5: Share

Importance of Communication can be done as follows:

- Sharing insights and analysis reports with teams and stakeholders.
- Collaborating on strategies and improvements.
- E-commerce scenario: Presenting insights to marketing and product teams.

6: Act

- In this phase we will focus on implementing recommended strategies.
- Updating product catalog and inventory management.
- Personalizing marketing campaigns.
- E-commerce scenario: Taking action based on data-driven decisions.

7: Insights and Benefits

Outcomes of Data Analytics in E-commerce

- Increased sales and customer satisfaction.
- Personalized product recommendations enhance customer experience.
- Efficient marketing efforts lead to reduced costs and increased ROI.

8: Conclusion

Data Analytics in E-commerce: Driving Business Success

- Leveraging data-driven decision-making.
- Achieving business goals through insights.
- E-commerce scenario: Emphasizing the importance of data analytics.

9: Q&A

Open for Questions and Discussion

Thank you for your attention!