EuroStyle Fashion Database Systems

European Fashion Retail Database Solutions

EuroStyle Webshop Analytics Platform

Advanced e-commerce analytics platform providing real-time customer behavior tracking, conversion optimization, personalization capabilities, and comprehensive business intelligence for digital fashion retail operations.

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Table of Contents

1. Executive Summary

The EuroStyle Webshop Analytics Platform provides comprehensive e-commerce analytics and customer behavior tracking capabilities for digital fashion retail operations.
Key Features:
• Real-time customer session tracking and analysis
• Advanced page view analytics with heat mapping
• Shopping cart behavior and abandonment analysis
• Search query analysis and optimization
• Product recommendation engine with AI/ML
• A/B testing framework for conversion optimization
• Customer review and rating management
• Email marketing campaign tracking
• Wishlist and favorites analytics
• Cross-device customer journey tracking
• GDPR-compliant visitor privacy management

2. Analytics Architecture

The platform utilizes modern event-driven architecture for real-time data collection and processing. **Data Collection Methods:**
• JavaScript SDK for web tracking
• Server-side API for backend events
• Mobile SDK for app analytics
• Pixel tracking for email campaigns **Event Processing:**
• Real-time stream processing
• Batch processing for historical analysis
• Machine learning pipeline for recommendations
• Data warehouse integration for BI reporting

3. Event Tracking Specification

The system tracks various types of user interactions and behavioral events:

Event Type	Description	Key Attributes
page_view	User views a page	page_url, session_id, user_agent
product_view	User views product details	product_id, category, price
cart_add	Item added to cart	product_id, quantity, price
cart_remove	Item removed from cart	product_id, quantity
search	User performs search	query, results_count, filters
purchase	Order completion	order_id, total_amount, items
email_click	Email campaign click	campaign_id, email_id, link_url

| review_submit | Product review submission | product_id, rating, review_text |

4. API Reference

Base URL: https://api.eurostyle-webshop.com/v2/ **Analytics APIs:**

Endpoint	Method	Description
/events	POST	Submit behavioral events
/sessions	GET	Session analytics and insights
/products/recommendations	GET	AI-powered product recommendations
/search/analytics	GET	Search query performance analytics
/campaigns/performance	GET	Marketing campaign effectiveness
/customers/segments	GET	Customer segmentation analytics
/conversion/funnel	GET	Conversion funnel analysis
/ab-tests	GET, POST	A/B test management and results