DATA ANALYSIS REPORT

TRANSACTIONS ANALYSIS OF AN ONLINE SHOP  
LOCATED IN UNITED KINGDOM

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1. Executive Summary

This place will have details at the end of the research

1. Introduction

That dataset is containing transactions of an online shop in UK. Data provided by the online school “Netology”

1. Acronyms

MAU Monthly Active Users

CTR Click Through Rate

ROI Return of Investment

CPA Cost Per Action

LTV Lifetime Value

ARPU Average Revenue Per User

ARPPU Average Revenue Per Paying User

JN Jupyter Notebook

UK United Kingdom

1. Background for the report

That report was created with data provided by the online school “Netology”. Task was different from created report, but author decided to make in more detailed and interesting for his future employer. In this data research Python JN and Excel has been used as the most useful tools for the objectives set.

Report is written for several different audiences at the same time:

Primary audience:

A primary client, or collaborator. At first reads the introduction and perhaps the conclusion to find out what author did and what his conclusions were.

Later fishing through the body of a report and stopping only for additional details. Therefore, we should provide the main visual evidence from our analysis in the Body, but save more detailed evidence, and other ancillary material, for the Appendix.

Secondary Audience:

* 1. An executive person.

Probably only skims the executive summary and perhaps the conclusion. Therefore, we should leave some type of “headers” in each part to make it easy for this person to dive in, find the “headlines” of our work and conclusions, and close a report.

* 1. A technical supervisor.

Reads the Body and then examines the appendix for quality control. How good a job did we do in raising and answering the interesting questions? How efficient we were? Did we reach reasonable conclusions? Used correct statistical methods? Etc.

Here we should make cross-references between the body and parts of the appendix, so that this person can easily find supporting material related to each main analysis we report in the Body.

Therefore, all metrics used are made to be as detailed as possible.

1. Objectives

Data review. Understanding and explaining dataset. Their integrity, quality and anomalies

Data research. Detailed explanation of a work with dataset. Limitations, interpretations, assumptions that had to be done.

Business research. Explanation of a business client (UK online shop provided its data). Its pain points and targets.

Recommendations. Data structure recommendation. What to add to the dataset. Formulate conclusions and recommendations based on the data provided.

1. Methodology

Data.

We are have a data of all transactions of the company.

* + - Data
    - Methods
    - Analysis
    - Results

1. Discussion
2. Conclusion
3. Recommendations
4. Appendices