E-Commerce Analysis Project

Project link:
https://docs.google.com/spreadsheets/d/1SEZUnFkQtasYI5dVRrx3kBRg6nWsuzvvs5bs6LM9P
gM/edit?usp=sharing

This is the 2nd project I worked on in the TripleTen Business analytics program. This project was the most independent project I've worked on so far, and I loved it.

E-Commerce Cohort Analysis

The goal of the project was to clean the data, create cohorts to analyze retention rates for online shopping and provide insights on purchase activity and website functionality.

The Data

The data was spread across six columns:

- `user_id`: unique customer IDs
- `event_type`: the type of activity by the user
- `category_code`: category of the product being viewed or purchased
- `brand`: company that makes the product
- `price`: price of the product, in USD
- `event_date`: date of the user activity, in YYYY-MM-DD format

The Process

First I cleaned the data by eliminating duplicate columns and creating a clean data table with cohorts that coincide with specific date ranges and purchase trends. Next I created a conversion funnel and count table as well as a retention rate table to calculate sales predictions and customer lifetime.

Results

Taking the time to explain my results at each step was a key element in this process, and this was my first attempt at doing it. I created an executive summary chart which covered all of my results as well as my analysis. Please have a look at my table included in my project files.