Project Scoping Document

Name Anonymous

## Business Problem:

Since the mid 1990, the popularity of Online Shopping has taken the world by storm. Due to the rise in popularity, local retailers are experiencing a decline in sales. You are hired to help an art supply retailer to identify possible opportunities to create an online shop through Amazon FBA program. You are tasked to investigate the pros and cons of using Amazon FBA as a distribution method for their store as well as revenue potential for items sold in similar product categories and whether there is a chance for them to generate revenues between £10,000 to £30,000+.

## Business Impact:

Exploring this data could inform retailers and opportunists of the potential risk and reward associated with Amazon FBA program. By examining past and existing Amazon listings, this study can provide an approximate earning potential as well as success and failure rates in a specific product category.

## Dataset(s):

Amazon UK Products Dataset 2023

**Strengths:** data contains over 1.5 million rows across 217 product categories.

**Weaknesses:** Dataset only contains Amazon products sold in the UK. Listing provided does not have a full list of purchasing records, therefore, assessment of revenue is an approximation at best.

## Methods:

* Variables and comparisons
* Expecting relationships between:
  + Stars and Reviews
  + Reviews and Price
  + isBestSeller in CategoryName
  + Price by CategoryName
  + Price Distribution
  + Revenue Distribution
  + Revenue by Reviews

## Dashboard

The dashboard will provide various metrics associated with expected revenue range, success and failure rates.

## 

## Milestones

* Identify characteristics of variables
* Find additional datasets
* Clean data
* Create visualizations
* Show relationships between variables
* Create dashboard
* Write final report

## Timeline

| Week | Tasks |
| --- | --- |
| Week 1 | Explore initial dataset, and find additional datasets (if needed)  Clean data  Identify characteristics of variables  Envision final product  Feature Engineering |
| Week 2 | Create visualizations  Show relationships between variables  Tabulation and Pivot Tables |
| Week 3 | Create dashboard  Write final report |

Add additional weeks as necessary.