

# THE LOOK ecommercec

## A RevoU DAMC Case Study

Muhamad Hamdan Fadhillah

[hamdanfadh@gmail.com](mailto:hamdanfadh@gmail.com)





# Visualize of Working Dataset

The visualization show insight of The Look ecommerce from google bigquery public data.

Table interest to run queries and analyze data are:

- `bigquery-public-data.thelook_ecommerce.products`
- `bigquery-public-data.thelook_ecommerce.order_items`
- `bigquery-public-data.thelook_ecommerce.orders`

Tools:

- Google BigQuery for exploring data
- Tableau Public for visualizing data

Main Points:

- Sold Product Item Category by Gender
- Top 5 Sold Product Item Categories (2021)
- Bottom 5 Sold Product Item Categories (2021)





2022-04-... X ORDERS X \*UNSAVE... 3 X + COMPOSE NEW QUERY

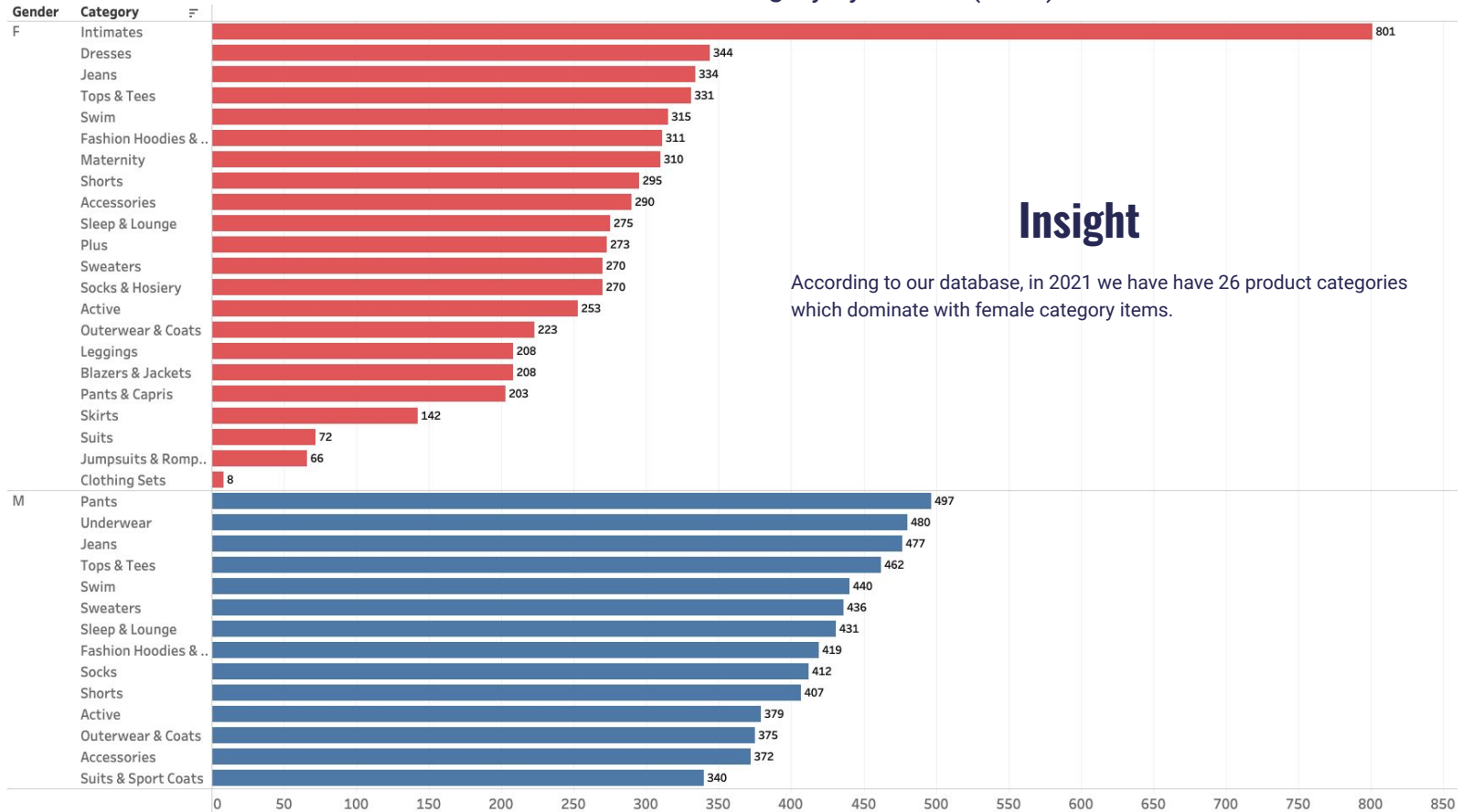
RUN SAVE SHARE SCHEDULE This query will process 2.26 MB when run.

```
1 SELECT
2   o.created_at,
3   o.order_id,
4   o.user_id,
5   oi.user_id,
6   oi.created_at,
7   oi.order_id,
8   oi.id,
9   oi.product_id,
10  category,
11  status,
12  gender
13 FROM
14   `bigquery-public-data.thelook_ecommerce.orders` as o
15 LEFT JOIN `bigquery-public-data.thelook_ecommerce.order_items` as oi
16 ON o.user_id = oi.user_id
17 LEFT JOIN `bigquery-public-data.thelook_ecommerce.products` as p
18 ON p.id = oi.product_id
19
20
```

# Google BigQuery



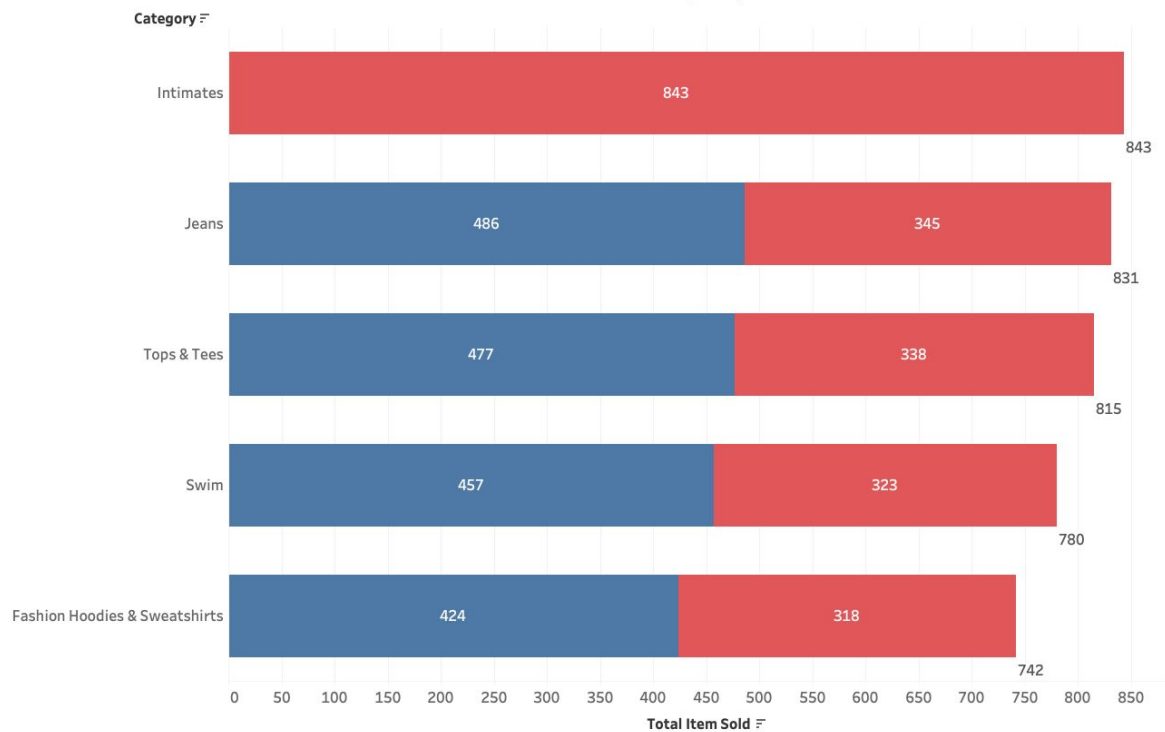
## Sold Product Item Category by Gender (2021)



### Insight

According to our database, in 2021 we have have 26 product categories which dominate with female category items.

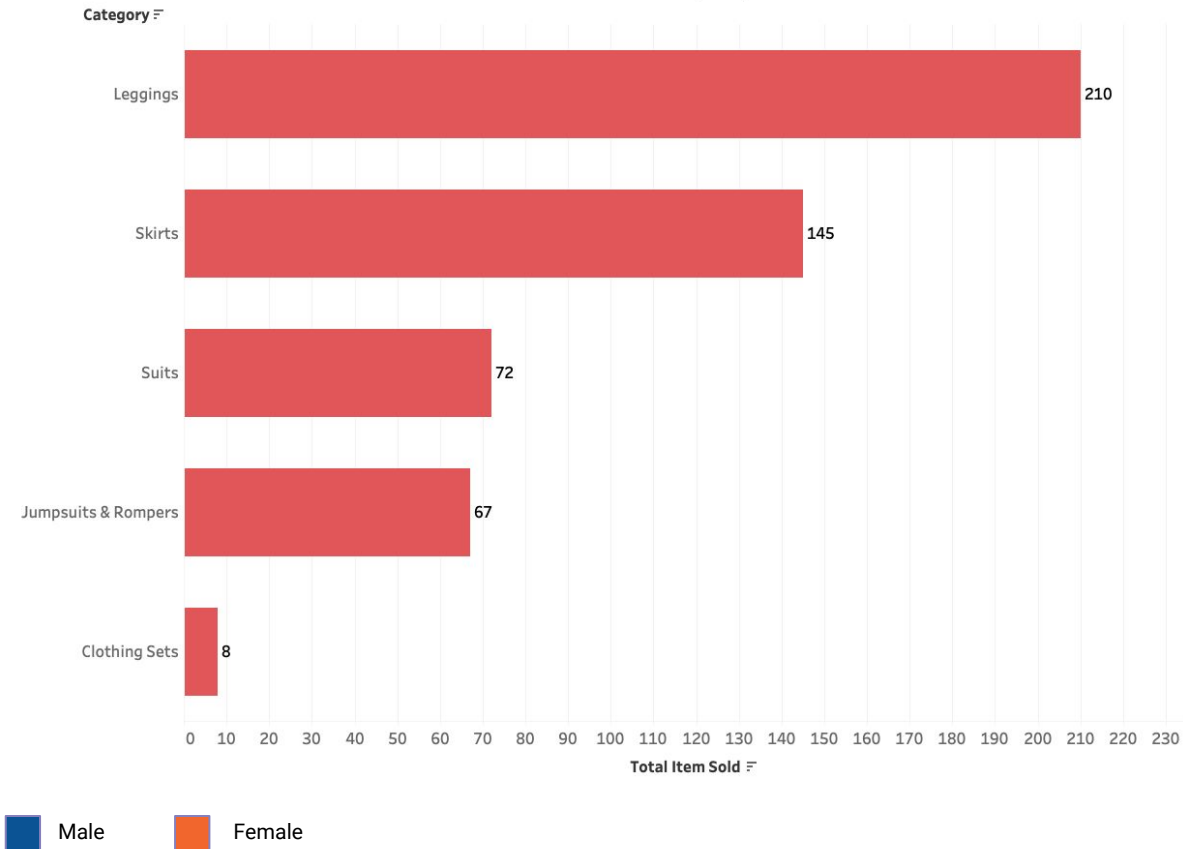
Top 5 Sold Product Item Categories (2021)



Male Female

Intimates are the most sold product item category at The Look E-Commerce which 100 of buyers are Female

Bottom 5 Sold Product Item Categories (2021)



Even female item category are in first place of top 5 sold item at The Look ecommerce, the bottom 5 of sold product item categories come from female product categories. The most unpopular category is clothing sets