Analysis of User Data of C2C Fashion Store

Group 15 - Section:001

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Background

- A new kind of business model called Customer to Customer (C2C)
- Customer trades with Customer online
- Store as a business only facilitates trades
- Use Classified adverts or auction-style listings

Exaples

Motivation

- C2C stores need unique marketing strategies to promote the store as well as products.
- **Who** are the users and how they interact

Problem Statement

The goal of this project is to analyze the data to broaden the store's audience and enhance customer experience. To develop data-driven advertising selections that will result in more dialogues, the dataset can be used to determine user behavior across different regions and genders. The dataset was obtained from Data.World. It includes information about logged-in users in the form of web-scraped data from the 2009-founded French C2C Fashion store. Database information on users includes their gender, country, language, apps they use, the number of items on their wishlist, the number of items they have listed to sell or bought, and their social media activity.

Why?

Knowing how current users from around the world interact with store can be greatly aided by understanding their user profiles. Analyzing demographic data provides us a basic understanding of store customers. The intended audience and location can then be identified using information, allowing for the promotion of both services and goods.

Objective

To enhance Marketing campaigns and target niche audiences, by studying buyer and seller information on different parameters.

Methodology

- ### Data Cleaning

  Clean and preprocess the data to remove missing values, duplicates, and inconsistencies

- ### Data Exploration

  To spot trends, visualise the data using graphs and charts.

- ### Data Analysis

  Analyze the behavior of users by segregating them based on their geography, gender, social behavior and activity.

Expected Results

- Understanding target audience of the store
- To better analyze user demographics in order to increase reach across national boundaries and demographics.
- Undertaking marketing initiatives specific to buyers and sellers.

Analysis Questions

1. Which are the highest interacting countries?
2. Which countries top sellers and top buyers are from?
3. Understanding the behavior of different genders in store?
4. How social activities are impacting sellers and buyers.
5. What difference does having an app make on interaction with the store?

DatasetLink:https://data.world/jfree x/e-commerce-users-of-a-french-c2c-fashion-store