AskMeOffer Extension Accessed by Ecommerce Platforms

**Aim:**

To analysis the extension which is askmeoffer in chrome browser for various department of ecommerce site and to predict whether the extension had been effective for user to apply coupon by automatic mode also.  
  
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**Introduction:**

To analysis the extension impacts user behaviour on various e-commerce platforms by AskMeOffer extension which had been developed by your team to overcome user difficulties in search of applying coupon on a different ecommerce site, First we should know how ecommerce works , its complex but I have some simple understanding which it was  6 types of business models that can be used in [e-commerce](https://en.wikipedia.org/wiki/E-commerce) include: [Business-to-Consumer](https://en.wikipedia.org/wiki/Business-to-consumer) (B2C), [Consumer-to-Business](https://en.wikipedia.org/wiki/Consumer-to-business) (C2B), [Business-to-Business](https://en.wikipedia.org/wiki/B2B_e-commerce) (B2B), [Consumer-to-Consumer](https://en.wikipedia.org/wiki/Customer_to_customer) (C2C), [Business-to-Administration](https://en.wikipedia.org/wiki/Business-to-government) (B2A), and Consumer-to-Administration(C2A).

Here

* B2B: Companies selling to other companies.
* B2C: Sales involve business selling directly to individual customers.
* C2B: Online reviews and influencer marketing as business tools.
* C2C: Individual buying and selling from each other.
* B2A: Business selling to government agencies.
* C2A: E-Commerce for public services

Here are some things need to be understand, Extension how works on the web browser:

These are mini program that add features or modify chrome‘s behaviour. By building with web tech tools like HTML, CSS, Javascript and also manifest file with the interaction to browser ,adding features can be as add buttons, change website layouts or perform background action . page specific and browser wide type of action can be also done.

**Scope of analysis:**

To analysis the extension for user impacts on the browser sites on a e-commerce which tells computation time and user analysis regarding requirement of certain individual to a some products. This report for applying coupon on the site by automatic coupon which is askmeoffer.

What data is being analyzed and why?

Data are the coupons which is askmeoffer this is automatic applied on the cart section on different e-commerce. But in some case we, have copy the coupon and applies in promo code ,coupon etc. It is analyses because to find relevant coupon for current purchase, improves suggestion accuracy and potentially target user with advertising profiles under certain circumsentences.

**Methodology:**

I analysed by what the information give to me is on behaviour coupon which impacts user on different ecommerce through web search. Firstly ,In the information they task me check the oyo website , which the coupons works or not and the result is it reduced booking time and cost expenditure. Then I had a idea of going a take some list of ecommerce web site , after collecting eccomerce website names ,I have checked which is inside the India or overseas (foreign )countries with also their foundation . after this long process I had run into each website and made to choose some product ,then extension is started to offer some coupons available , in some sites in automatically started to apply the coupons while the others I copied from extension applied in coupons box.   
I had collect one by one data and implement in the excel sheet , I created 110 rows with 7 columns , which means I have analysed a minimum 110 ecommerce site only and I made an analysis report according to that only . variable which I used here are

***ename*** - ecommerce platform name

***Country*** - country for checking its available within own country or far from home.

***est\_year***- how long they have been in this platform.  
***product\_by\_me***- my choice product to be analysed for the coupon availaibility.

***Amo-access***- Important thing is ,it can be accessible or not.

***Section-*** In what are platform they have been accessed.

***voucher\_num***- number of offers available to valuable site.

After completing my table in the worsksheet , I had some idea to convey you through more visually by the help of the tool power-bi.

Let me say simply about power bi,

Business intelligence tool from Microsoft ,helps this data to turn into visualization model, though it comes from excel spreadsheets it can be more interactive plotrs ,charts,graph and some kind of form with connected model.

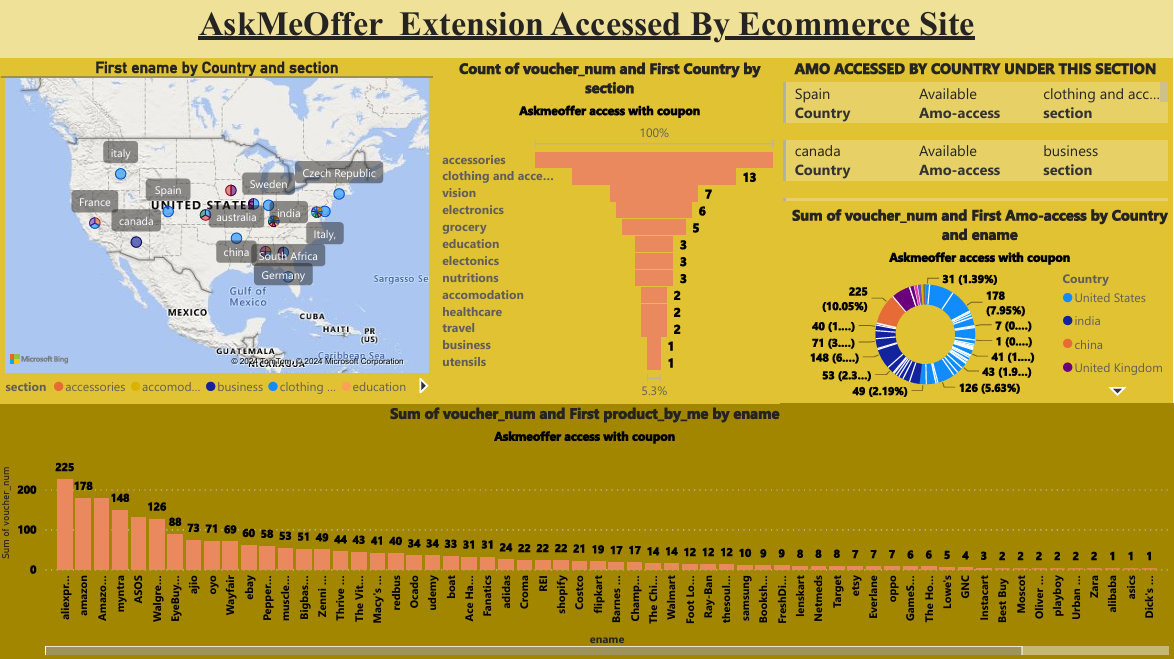
Now, I have my table and I have look into bi tool by import the data from the excel then I transform the which numerical into int datatype , categorical into string, date,year into date datatype which can be performed at certain level . after importing the data , I started to implement the chart which makes me more complexing time and try overcome one by one , I created my model charts with what I had my model would more attractive and clear to understanding these datas .after completing my model started creating a dashboard which will connect all the model in more efficient way .then some times after, my dashboard with a simple , understandable , easy to recognize .   
Here I had attached my table and ( dashboard as image format ). I will attach my powerbi with this report and my resume.

# **Datas from worksheet**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **s.no ename** | **Country** | **est\_year** | **product\_by\_me** | **Amo-access** | **section** | **voucher\_num** |
| 1 oyo | india | 2012 | Munnar Rest & Lodging room | Available | accomodation | 71 |
| 2 amazon | United States | 1994 | elbow support accessories | Available | accessories | 178 |
| 3 redbus | india | 2006 | Royal Travels | Available | travel | 40 |
| 4 flipkart | india | 2007 | elbow support accessories | Available | accessories | 19 |
| 5 muscleblaze | india | 2012 | whey protein | Available | nutritions | 53 |
| 6 ajio | india | 2016 | jeans | Available | clothing and accessories | 73 |
| 7 ebay | United States | 1995 | CANNONDALE SCALPEL MTB  cycle | Available | accessories | 60 |
| 8 thesouledstore | india | 2013 | overesizedtshirts | Available | clothing and accessories | 12 |
| 9 etsy | United States | 2005 | chain accessories | Available | accessories | 7 |
| 10 myntra | india | 2008 | jeans | Available | clothing and accessories | 148 |
| 11 oppo | china | 2001 | earphone | Available | electonics | 7 |
| 12 aliexpress | china | 2010 | travel bag | Available | accessories | 225 |
| 13 udemy | United States | 2010 | educational courses | Available | education | 34 |
| 14 alibaba | China | 1999 | cooking utensils | Available | utensils | 1 |
| 15 zepto | india | 2021 | dall grocery | Not Available | grocery | 0 |
| 16 blinkit | india | 2013 | milk grocery | Not Available | grocery | 0 |
| 17 lenskart | india | 2010 | spectacles | Available | vision | 8 |
| 18 Ray-Ban | United States | 1936 | spectacles | Available | vision | 12 |
| 19 Zenni Optical | United States | 2003 | spectacles | Available | vision | 49 |
| 20 specsmakers | South Africa | 1939 | spectacles | Not Available | vision | 0 |
| 21 Louis Vuitton | France | 1854 | Shoulder Bags | Available | clothing and accessories | 0 |
| 22 Gucci | italy | 1921 | shirts | Available | clothing and accessories | 1 |
| 23 Sony | Japan | 1946 | cameras | Not Available | electonics | 0 |
| 24 LG | south korea | 1947 | television | Not Available | electonics | 0 |
| 25 Nykaa | india | 2012 | ethinic dress | Not Available | clothing and accessories | 0 |
| 26 Foot Locker | United States | 1974 | shoes | Available | clothing and accessories | 12 |
| 27 Champs Sports | United States | 1984 | shoes | Available | clothing and accessories | 17 |
| 28 Fanatics | United States | 1995 | sports sleeve | Available | clothing and accessories | 31 |
| 29 Warby Parker | United States | 2010 | spectacles | Available | vision | 1 |
| 30 EyeBuyDirect | United States | 2005 | spectacles | Available | vision | 88 |
| 31 Oliver Peoples | United States | 1986 | spectacles | Available | vision | 2 |
| 32 Moscot | United States | 1915 | spectacles | Available | vision | 2 |
| 33 Tom Ford | United States | 1961 | spectacles | Not Available | vision | 0 |
| 34 Dior | france | 1946 | dress | Not Available | clothing and accessories | 0 |
| 35 Chanel | france | 1910 | perfume | Available | accessories | 0 |
| 36 Walmart | United States | 1962 | Kitchen Faucet | Available | accessories | 14 |
| 37 Shein | China | 2008 | dress | Not Available | clothing and accessories | 0 |
| 38 ASOS | United Kingdom | 2000 | dress | Available | clothing and accessories | 131 |
| 39 asics | Japan | 1949 | shoes | Available | clothing and accessories | 1 |
| 40 Target | United States | 1962 | Cushions | Available | accessories | 8 |
| 41 Longchamp | france | 1948 | bags | Not Available | travel | 0 |
| 42 sketchers | United States | 1992 | dress | Available | clothing and accessories | 0 |
| 43 Costco | United States | 1983 | laptop | Available | accessories | 21 |
| 44 Zara | Spain | 1975 | dress | Available | clothing and accessories | 2 |
| 45 H&M | Sweden | 1947 | dress | Available | clothing and accessories | 0 |
| 46 Best Buy | United States | 1966 | airpods | Available | accessories | 2 |
| 47 Apple | United States | 1976 | mobile | Available | electonics | 0 |
| 48 sennheisser | Germany | 1945 | speakers | Available | electonics | 1 |
| Dick's Sporting  49 Goods | United States | 1948 | shoes | Available | clothing and accessories | 1 |
| 50 REI | United States | 1938 | water bottle | Available | accessories | 22 |
| 51 Celine | france | 1945 | dress | Available | clothing and accessories | 0 |
| 52 Everlane | United States | 2010 | dress | Available | clothing and accessories | 7 |
| 53 Williams-Sonoma | United States | 1956 | Kitchen utensils | Available | accessories | 0 |
| 54 Overstock | United States | 1997 | cupboard | Not Available | accessories | 0 |
| 55 Wayfair | United States | 2002 | lights | Available | accessories | 69 |
| 56 Farfetch | united kingdom | 2008 | dress | Available | clothing and accessories | 1 |
| 57 Yoox Net-a-Porter | Italy,london | 2000 | dress | Available | clothing and accessories | 1 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 58 Instacart | United States | 2012 | utensils | Available | accessories | 3 |
| 59 Peapod | United States | 1989 | utensils | Available | grocery | 0 |
| 60 Thrive Market | United States | 2014 | food | Available | grocery | 44 |
| 61 skybags | india | 1970 | Bags | Available | accessories | 0 |
| 62 americantourister | United States | 1933 | Bags | Not Available | accessories | 0 |
| 63 Pottery Barn | United States | 1949 | chair | Not Available | accessories | 0 |
| 64 FreshDirect | United States | 2002 | food | Available | grocery | 9 |
| 65 GameStop | United States | 1984 | games | Available | electronics | 6 |
| Amazon Kindle 66 Store | United States | 1994 | remote | Available | accessories | 178 |
| House of  67 ARISTOCRAT | australia | 2013 | dress | Not Available | clothing and accessories | 0 |
| 68 Swiss brand | United States | 1966 | bags | Not Available | accessories | 0 |
| 69 The Clownfish | india | 2012 | bags | Not Available | accessories | 0 |
| 70 West Elm | United States | 2002 | Cushions | Not Available | accessories | 0 |
| 71 Ocado | United Kingdom | 2000 | apples | Available | grocery | 34 |
| 72 Ace Hardware | United States | 1924 | grill set | Available | accessories | 31 |
| 73 Lowe's | United States | 1921 | microwave | Available | accessories | 5 |
| 74 diesel | Germany | 1893 | dress | Available | clothing and accessories | 0 |
| 75 Birkenstock | Germany | 1774 | sandals | Not Available | clothing and accessories | 0 |
| 76 bata | Czech Republic | 1894 | sandals | Available | clothing and accessories | 0 |
| united color of  77 beneton | Italy, | 1965 | dress | Not Available | clothing and accessories | 0 |
| 78 U.S. Polo Assn | United States | 1890 | dress | Not Available | clothing and accessories | 0 |
| 79 Zalando | Germany | 2008 | dress | Not Available | clothing and accessories | 0 |
| 80 Fastenal | United States | 1967 | machines | Not Available | accessories | 0 |
| 81 Grainger | United States | 1927 | switches | Available | accessories | 1 |
| 82 playboy | United States | 1953 | dress | Available | clothing and accessories | 2 |
| 83 samsung | South Korea | 1938 | mobiles | Available | electronics | 10 |
| 84 Walgreens | United States | 1901 | washing soap | Available | accessories | 126 |
| 85 Bookshop.org | United States | 2020 | book | Available | education | 9 |
| 86 rolex | United Kingdom | 1905 | watches | Available | electronics | 1 |
| 87 hp | United States | 1939 | laptop | Not Available | electronics | 0 |
| 88 boat | india | 2016 | earphone | Available | electronics | 33 |
| 89 medplus | india | 2006 | tablets | Available | healthcare | 0 |
| 90 Barnes & Noble | unitedstates | 1873 | book | Available | education | 17 |
| 91 shopify | canada | 2004 | business | Available | business | 22 |
| 92 Libas | india | 2011 | dress | Not Available | clothing and accessories | 0 |
| 93 GNC | United States | 1935 | protein | Available | nutritions | 4 |
| 94 Croma | india | 2006 | television | Available | electronics | 22 |
| 95 Poorvika Mobiles | india | 2004 | mobiles | Available | electronics | 0 |
| 96 Netmeds | india | 2010 | tablets | Available | healthcare | 8 |
| 97 Pepperfry | india | 2011 | bed | Available | accessories | 58 |
| 98 nike | United States | 1964 | dress | Available | clothing and accessories | 1 |
| 99 The Vitamin Shoppe | United States | 1977 | protein | Available | nutritions | 43 |
| 100 The Home Depot | United States | 1978 | drilling set | Available | accessories | 6 |
| 101 Vijay Sales | india | 1967 | television | Not Available | electronics | 0 |
| 102 Bigbasket | india | 2011 | carrot | Available | grocery | 51 |
| 103 Grofers | india | 2013 | onion | Not Available | grocery | 0 |
| 104 Fabindia | United States | 1960 | dress | Available | clothing and accessories | 1 |
| 105 reebok | United Kingdom | 1958 | dress | Available | clothing and accessories | 0 |
| 106 Urban Ladder | India | 2012 | sofa | Available | accessories | 2 |
| 107 adidas | Germany | 1949 | dress | Available | clothing and accessories | 24 |
| 108 The Children'place | United States | 1969 | dress | Available | clothing and accessories | 14 |
| 109 Macy's Kids | United States | 1858 | dress | Available | clothing and accessories | 41 |
| 110 airbnb | United States | 2008 | hotel | Not Available | accomodation | 0 |

# **Powerbi Analysis**



**Discussion:**  
 From this bi -model , in that column chart , I have filtered only the available coupons for different ecommerce site including only its must atleast single coupons. Related to column chart we have more coupons in the overall ecommerce site and minimum coupons on a segmented ecommerce sites .coming to the funnel which was is in the middle ,it shows the how coupons segmented to each section of the ecommerce site . it tells that coupons have most overall accessories and minimum at the travel, business, utensils etc. again move to donut shape like chart , their you can see the country and company has more availability coupons .atlast you see the geo-location model which tell you that the coupons covered the country with respect to their developed section.

before the if you look into the data teble from the sheets ,it may shows some conditions and improvements , here I would explain that by columnsie itself , amo-access which says you that it will just give its available or not . in that if we goahead ,we see Indian platform itself can’t accessed by askmeoffers and overseas famous and well-known brand itself not available eg. specmakers which well knowm brand but it shows no coupons for me .Then coming to the voucher numbers it was kind of analysing that well-known brand has minimum and upcoming brand has some maximum coupons but what we have look into it, eventhough amo access available also some brands like louis vuitton -well known France made ,has 0 coupons. Wisely many websites had more coupons and it also applicable to them .

**limitations :**

In the given information they had task me first to do oyo websites . it was working well with that coupons but some website I have my profile so I can go cart and check the coupons get discounted or not and many website I faced issue to login their site with the mail or number . some list I can prefer but more than 100 I can have that my access in the device so it was major or minor issue which I cant find because I worked in collecting different platform itself takes me lot of time with the com[putation time also for each platform to open and checkin and checkout.

**Conclusions:**

Hereby I can conclude that the more coupons for overall as compared to segmented (individual) ecommerce platform. Then coupon distribution has been majority to the overall accessories and also coupons seem to cover developed regions with countries more extensively. So finally the extensions impacts user behaviour on various e-commerce platforms by having overall accessories in a developed region as it to be famous and well-known brand have more offers and they can make their deal more also reduced purchasing consideration time.

**Recommendations :**

Based on only my analysis and findings ,I have some propose to make your extension more prioritize to the every ecommerce site that is remove the unwanted coupons which has been at some prior by the site .Always update the every coupons with belonging to the products. Go with the trend and updated the automatically applying process for every evcommerce site. Access the all Indian ecommerce platform and also famous brand which is existing for more than 50 year in their own field which better impact on askmeoffer extension .