



WALKINCONFIDENCE.COM

# WALK IN CONFIDENCE




FIRST PROJECT

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# KEY OBJECTIVES

Which factors influence the customer's rating per footwear category?

-  FIT TRUE TO SIZE
-  DURATION OF DELIVERY
-  PRICE DIFFERENCE (RETAIL VS SALES)



# HYPOTHESES

## H1: Fit true to size

Footwear with more than 70% of overall fit true to size are more likely to have high ranking among customers.

## H2: Duration of delivery

Quick shipment of footwear increases the possibility of high ranking among customers.

## H3: Price difference

Footwear with high price discount (price difference retail price and sales price) are more likely to have high ranking among customers.



# DATA WRANGLING

- Filter on column average rank 10>
- Data cleaning by dropping, fillna
- Aggregation techniques



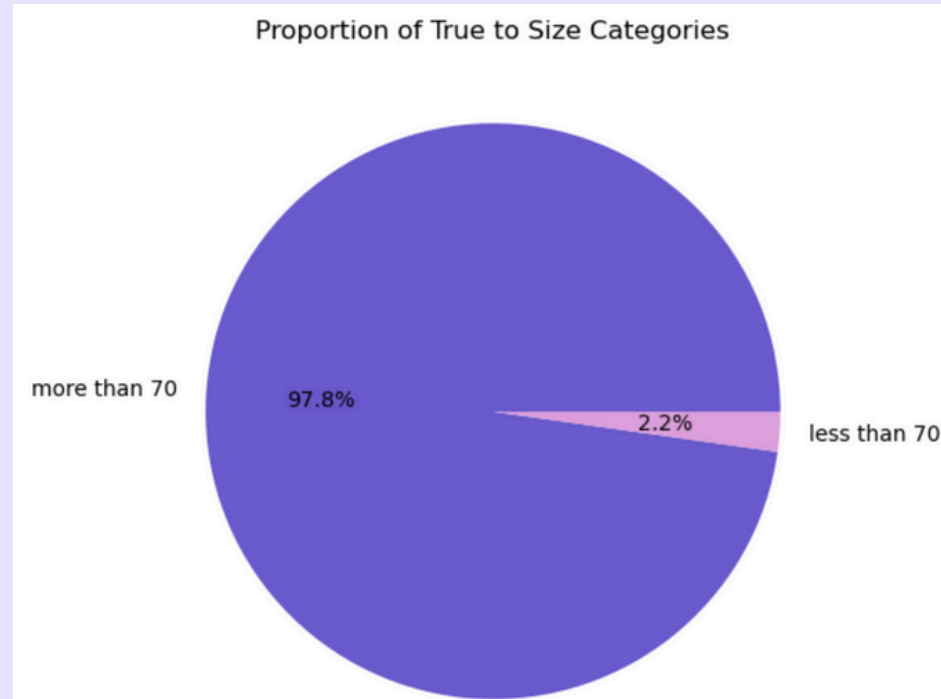


# MAJOR OBSTACLES

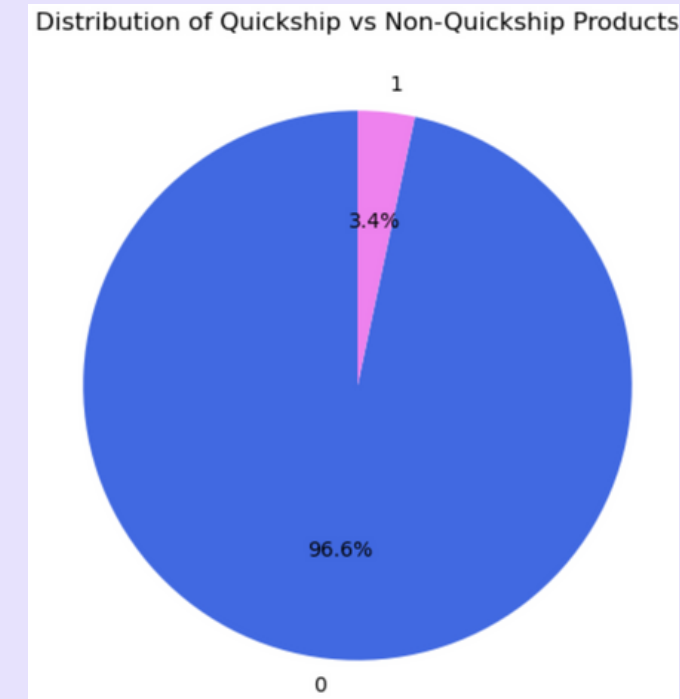
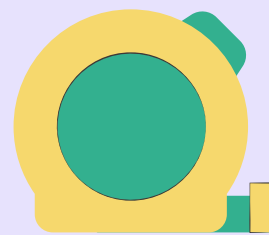
- Data source selection
- Data sufficiency and integration
- Handling complex data structure:
  - lists & dictionaries
  - strings & numeric
  - Number items sold
- Time-consuming data cleaning:
  - 260 columns dropped
  -



# HYPOTHESES VALIDATION



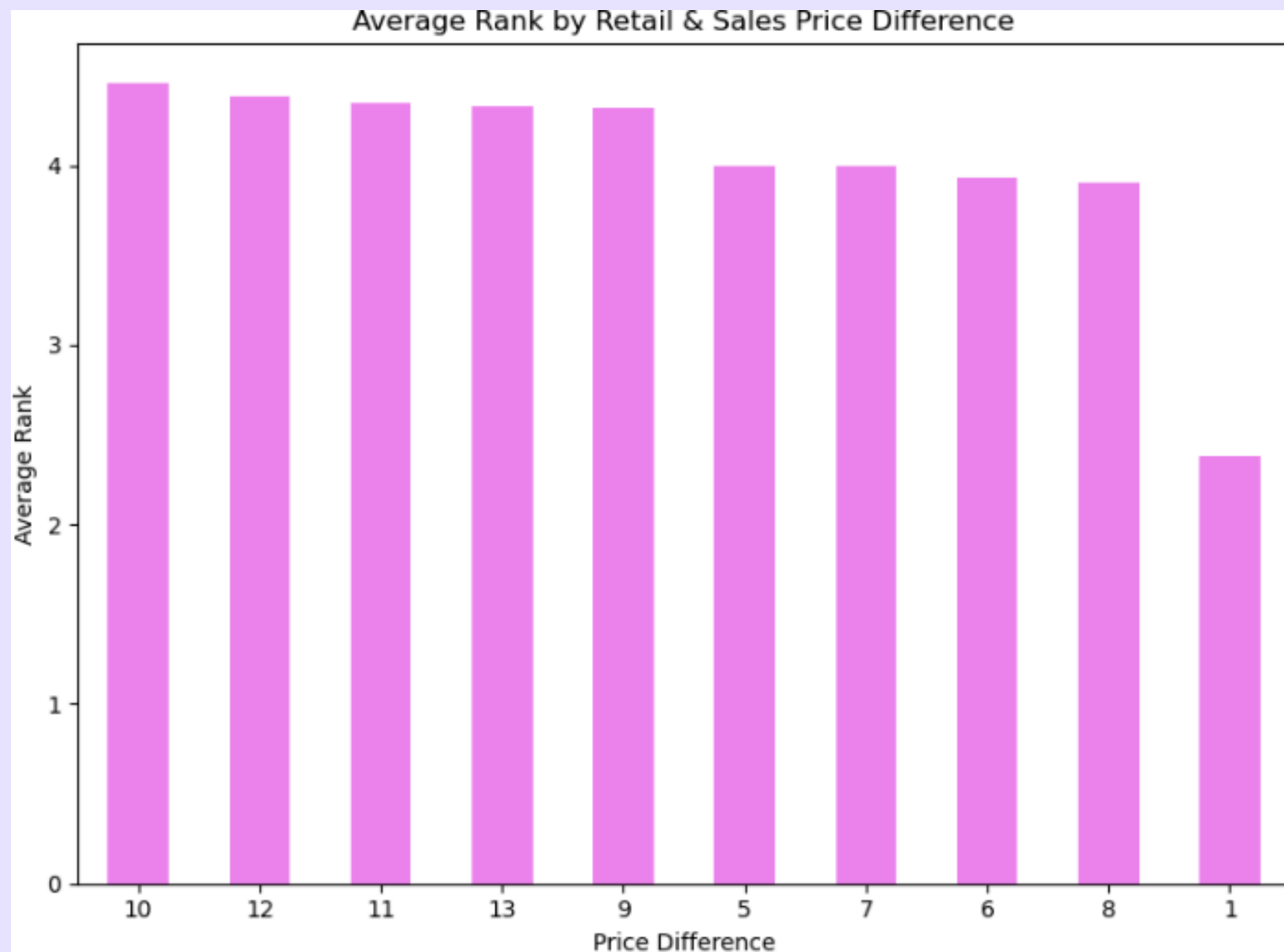
✓ Fit true to size



✗ Delivery time



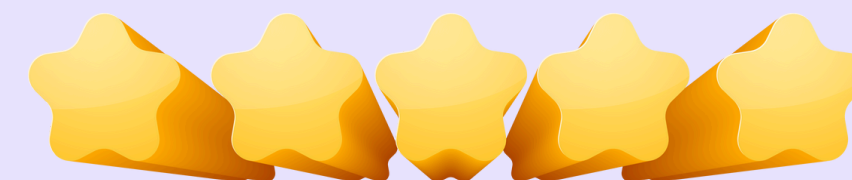
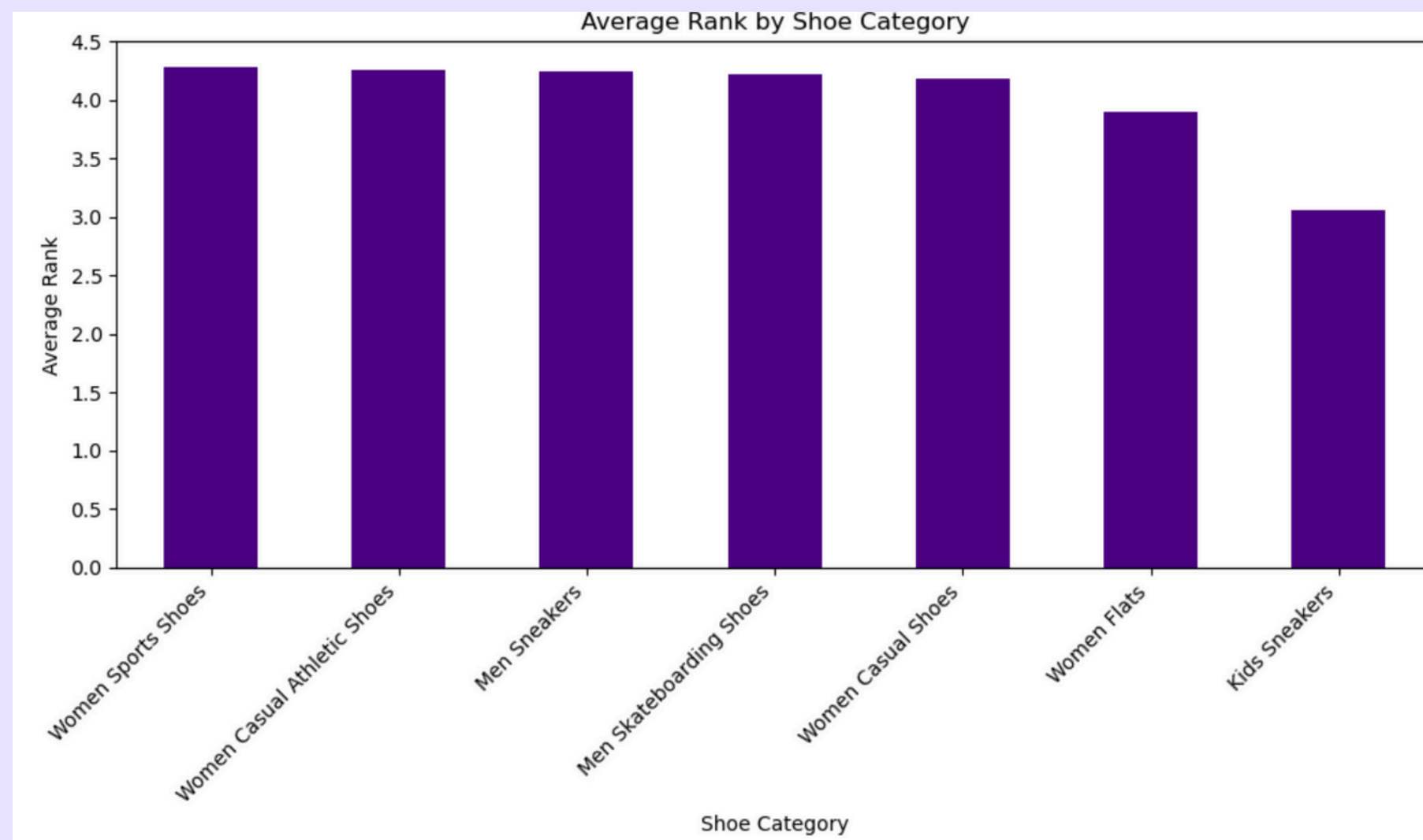
# AVERAGE RANK / PRICE DIFFERENCE



- \$10 price discount, highest rank 4.5
- \$13 price discount, lower rank 4.3



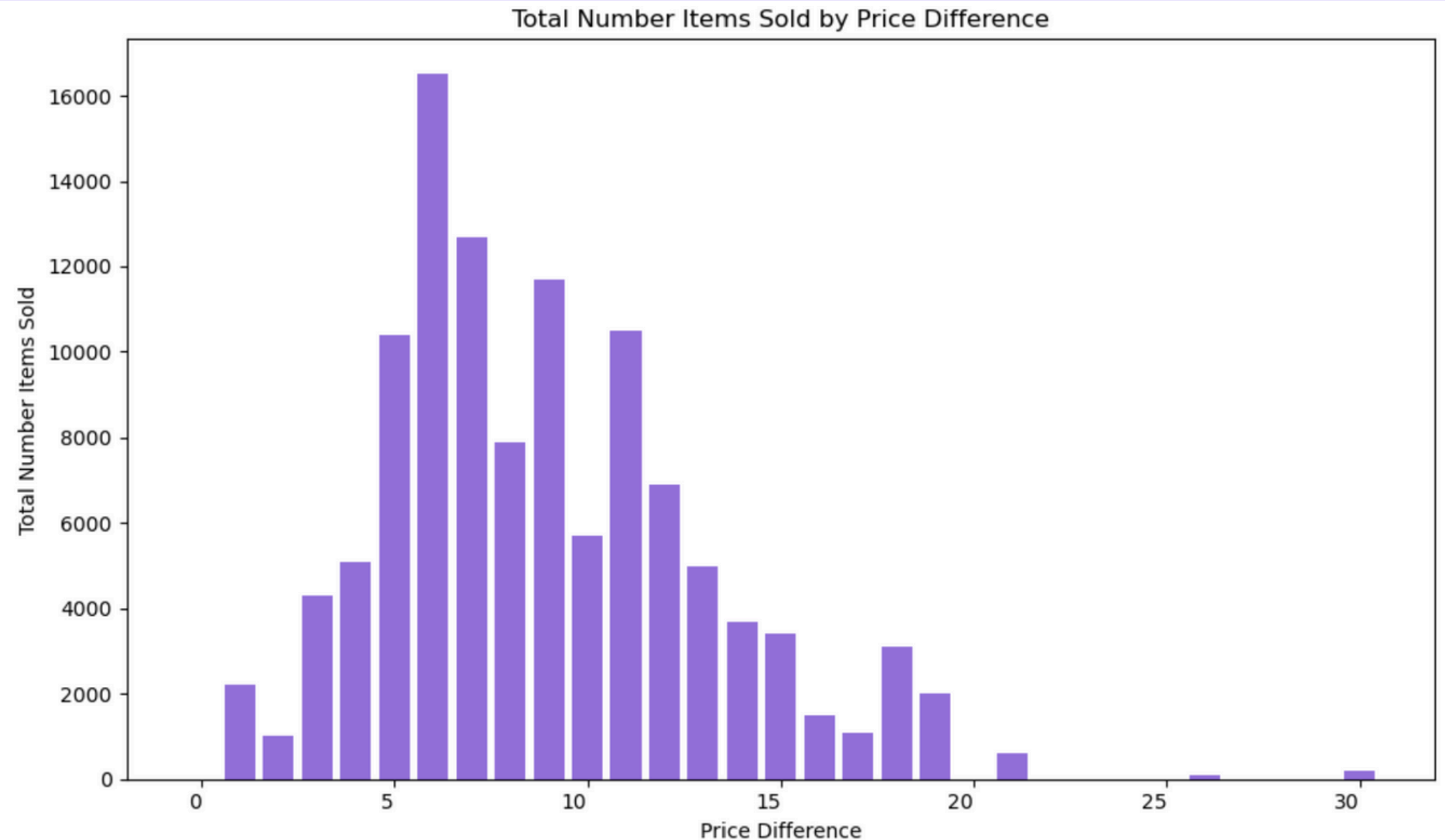
# AVERAGE RANK / SHOE CATEGORY



- Women sport shoes: 4.29
- Women casual athletics shoes: 4.26
- Men sneakers: 4.25



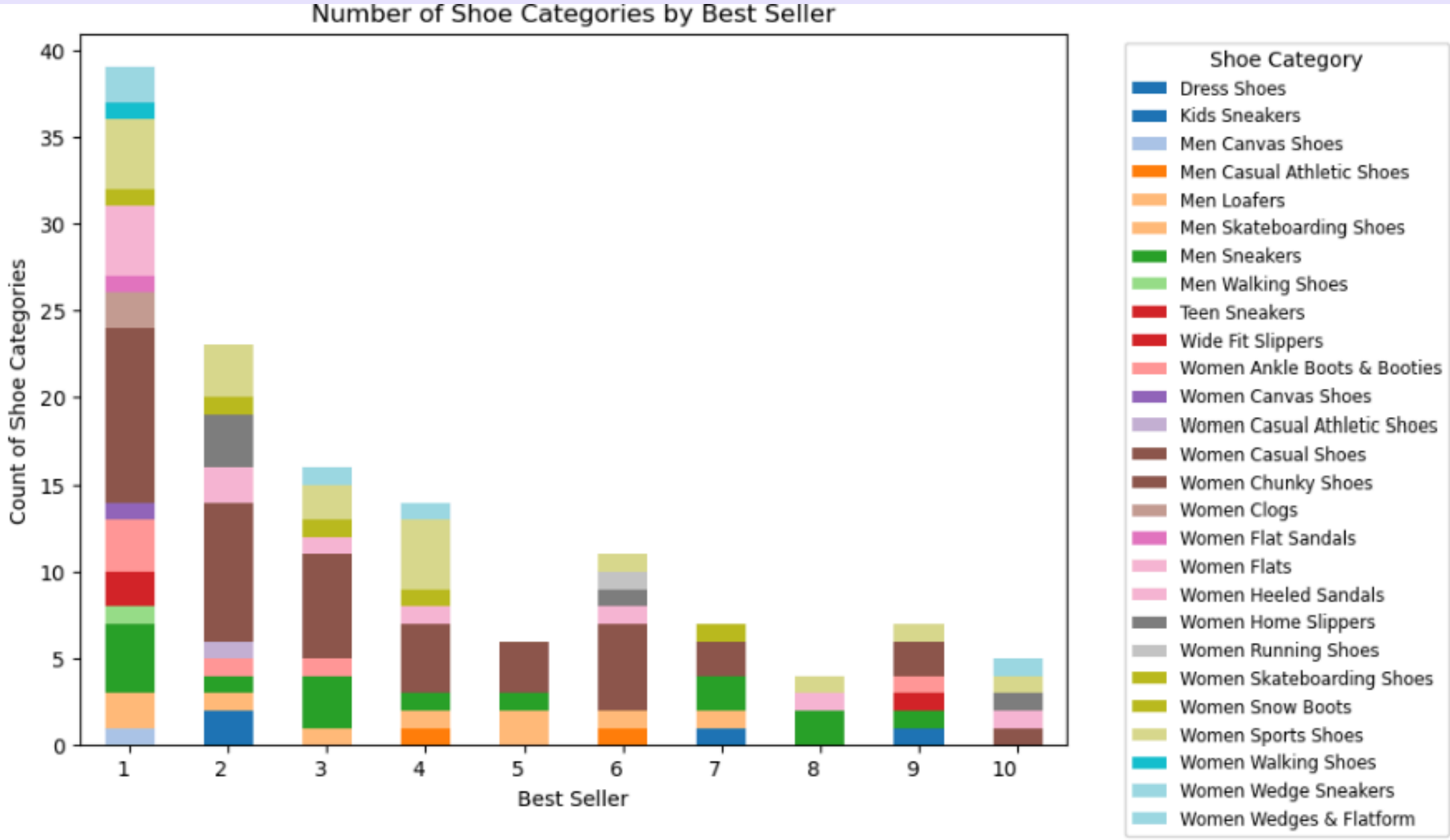
# TOTAL NUMBER ITEMS SOLD/ PRICE DIFFERENCE



Discount price of \$6, highest total number items sold of 16500



# BEST SELLER / SHOE CATEGORY

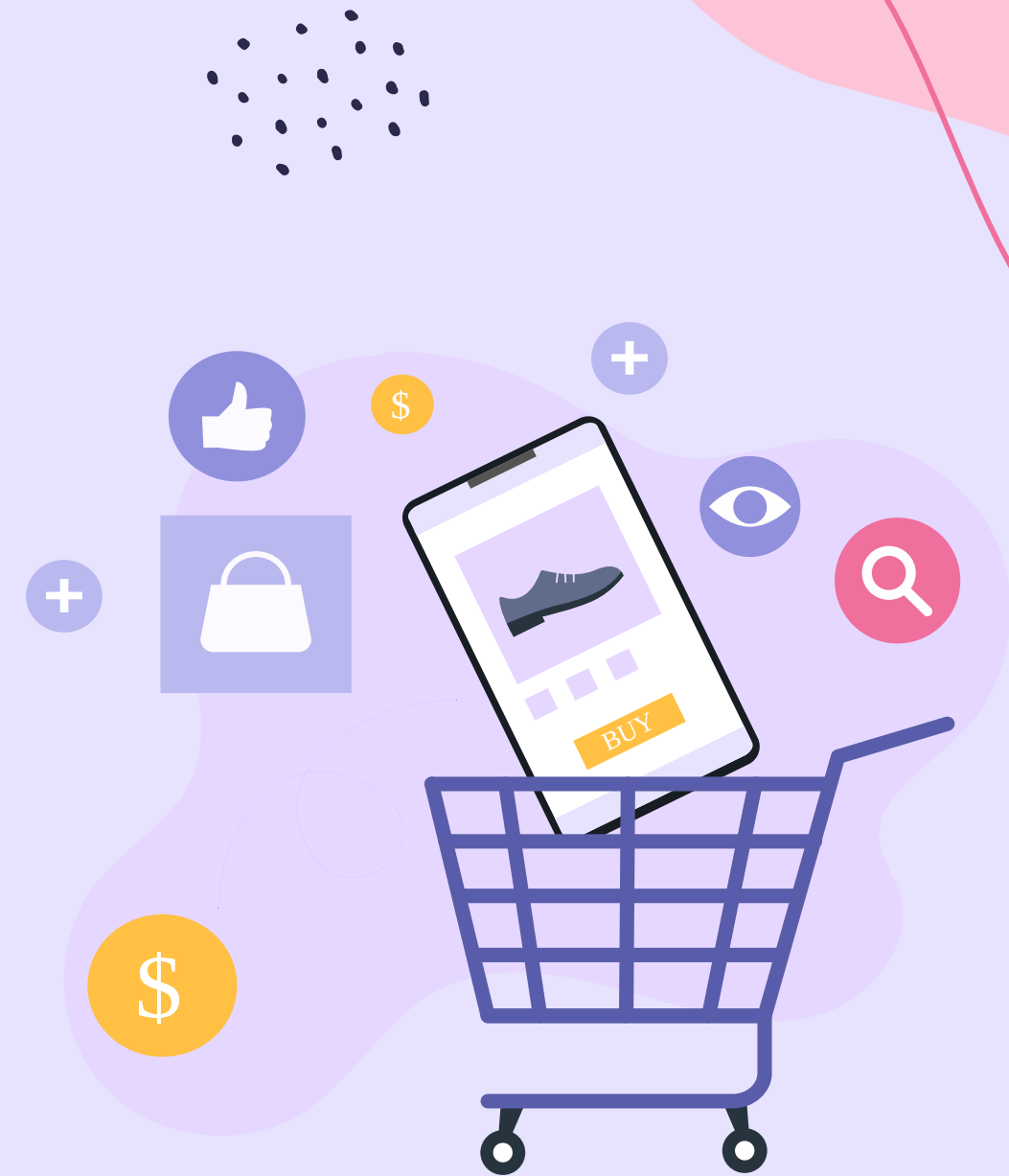


- Women causal shoes: 39 times best seller + 51000 Total sales
- Women sport shoes: 17 times best seller + 21000 Total sales
- Men sneakers: 15 times best seller + 11000 Total sales



# CONCLUSION

- fit accuracy & moderate discount price
- delivery speed
- Women's Sports Shoes, rank 4.29
- Women's Casual Shoes best seller 39 times
- Discount price \$6



# THANK YOU

LET'S ELEVATE YOUR E-COMMERCE SUCCESS

