A DEEP-DIVE INTO THE ECOMMERCE-WORLD

BA775 B04

Ahmed Farid Khan, Jishnu Moorthy, Lyushen Song, Jiayi Huang, Qianyi Mo, Xinyuan Hu

theLook

- **theLook is a fictitious eCommerce clothing website facing key operational challenges.**

- **Seeking detailed insights into organizational challenges that theLook is facing.**

Data source from BigQuery Public Data. Access <u>here</u>.

theLook eCommerce

BigQuery Public Data

Synthetic eCommerce and Digital Marketing data

PROBLEM DEFINITION

- **Low Inventory Turnover Rate**
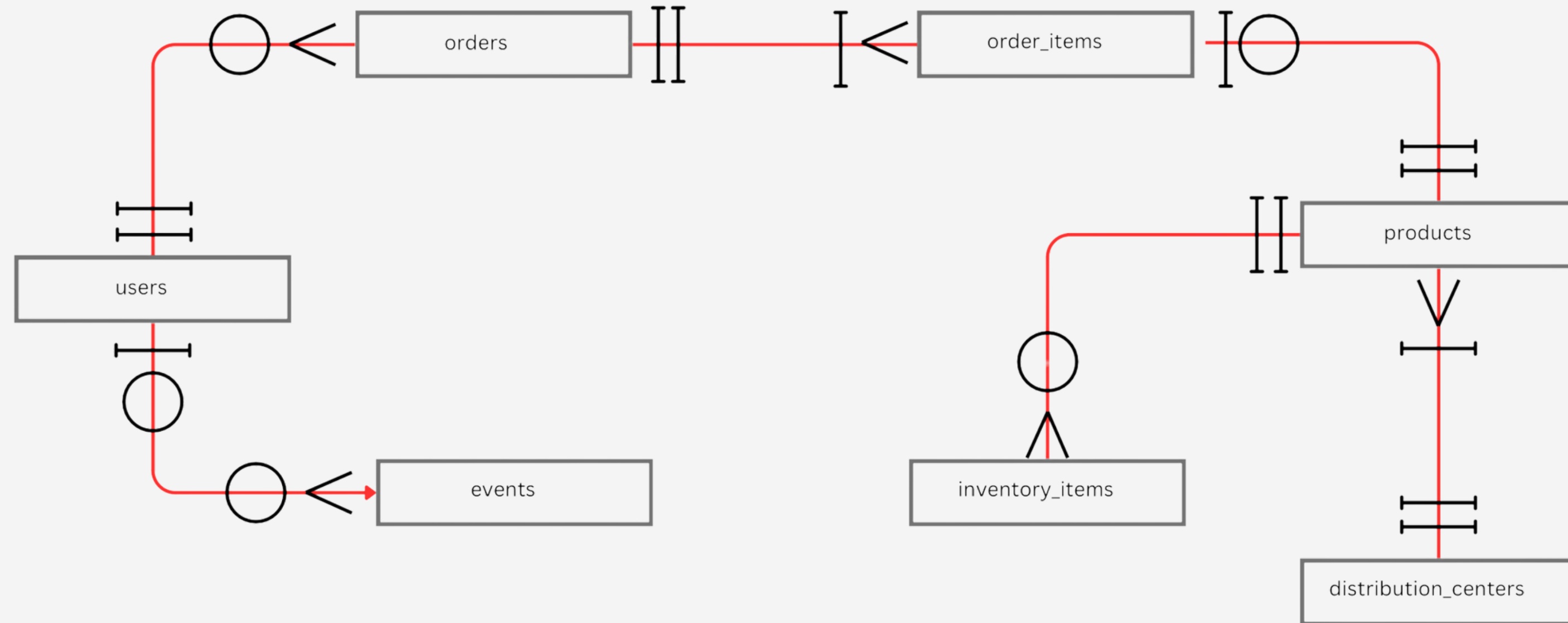
  - Inefficiencies in their supply chain

  Indicating theLook is taking a longer time to sell inventory and replace with new stock.

- **Low Customer Retention Rate**

  - But high growth rate

  theLook is doing well in attracting new customers, but not so good at retaining them.
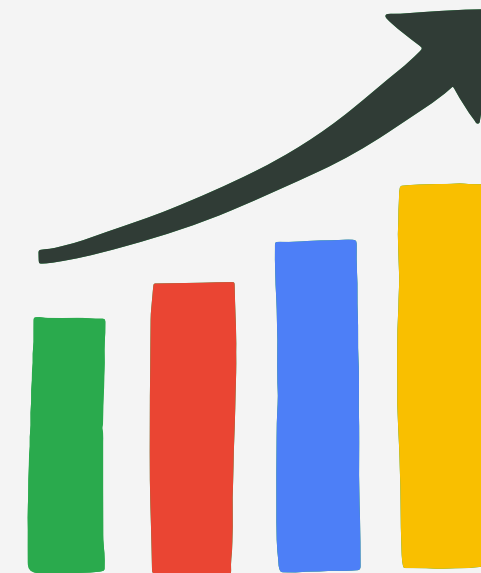
ERD

HOW WE HELPED

SQL

- Data retrieval and management

- Data analysis

Tableau

- Visualize the data

Data-Driven Business Recommendations

DASHBOARD

1.Overview Dashboard

2.Country Specific Dashboard

SCAN ME

CONCLUSIONS

- **Extremely Low Inventory Turnover Rate**

    - Significant decline in inventory turnover after first year

    - Overstocking and supply chain inefficiencies

- **Struggles in Retention rate**

    - High growth but low customer retention

    - Challenges in maintaining customer loyalty

- **Loss making business**

    - Significant losses in few years due to low inventory turnover

CONCLUSIONS

- **Consistently Increasing Sales**

  - 2019 (168,000) till now (3,800,000)

- **Customer Lifetime Value**

  - High CLV ($1037) for theLook

  - Enhance it through improved retention strategies

- **Geographic Concentrations**

  - USA, China, and Brasil

  - Potential for expansion into South Korea

- **Traffic Channels**

  - Email

RECOMMENDATIONS

- Liquidating excess inventory in the short run

- Improving inventory management in the medium long run

- Figuring out why customers are not being retained

- Strategizing retention based on findings

- Localizing marketing and product offerings

- Expanding marketing strategies

CHALLENGES

- **Nature of Fictitious Dataset**

  - Procedurally Generated Dataset

  - Unusual Inventory Patterns

- **Daily Updates of Dataset**

  - Missing some available data during the project

THANK YOU

Questions?