**Topic: Ecommerce and Social Media**

**Datasets:**

* **Social Media Stats**
  + <https://gs.statcounter.com/social-media-stats/all/united-states-of-america/#monthly-201901-202112-bar>
* **Estimated Food and Services Sales by Kind of Business (US Census 1992-2021)**
  + <https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.census.gov%2Fretail%2Fmrts%2Fwww%2Fmrtssales92-present.xls&wdOrigin=BROWSELINK>

**Team Members:**

* + Alexandra Baker
  + Farimah Shirmohammadi
  + Erika Gonzalez
  + Jordan Janer

**Project Description:**

This project aims to create a database that can examine the influence of social media

on ecommerce.

**Research Questions:**

What changes in ecommerce have arisen due to the influence of social media? Have certain social media platforms had a bigger impact on ecommerce? What predictions can we make going forward? Is there a correlation between social media usage and ecommerce profit? How does usage between platforms change overtime?

**Outline:**

* + GitHub repository management - Jordan
  + Perform ETL (Extract, Transform, Load)
    - Extract
      * Find Data about US consumer behavior and US Social Media Usage
      * Clean data
    - Transform
      * Cleaning
      * Joining
      * Filtering
      * Aggregating
    - Load
      * Writing into database
  + PowerPoint
    - (Justify the data, why it was done a certain way. Why did we choose certain data? Describe the process of data cleaning. What did we learn?)
  + Create documentation
    - Datasets and their sources
    - Types of data wrangling (cleaning, joining, filtering, and aggregating)
    - Schemata in final production database