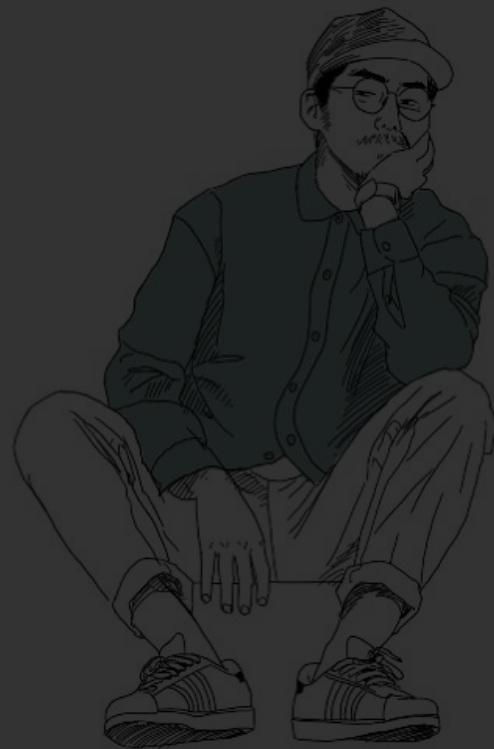


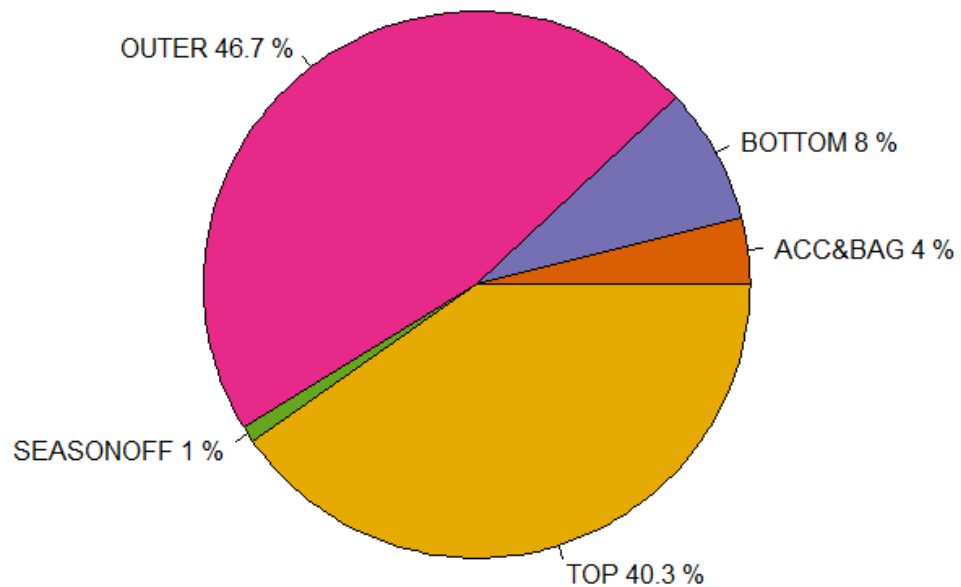
VINZIP x Deep Leaner 프로젝트

Vinzip 운영현황 데이터분석 (17.07 ~ 18.10)

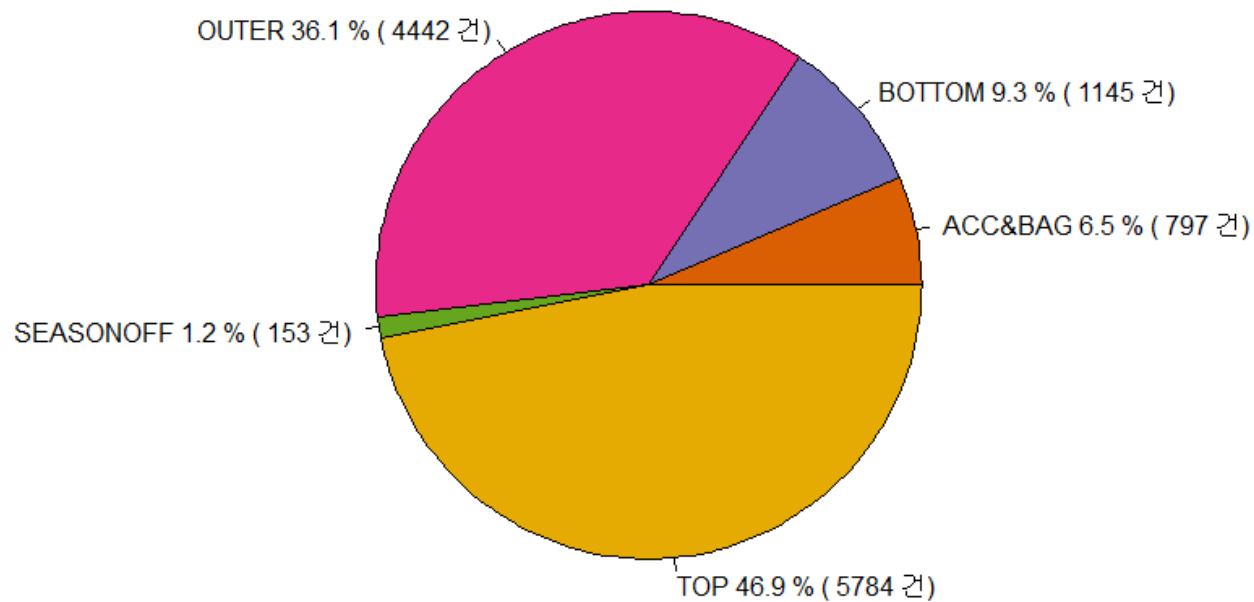
1. 상품 데이터 시각화



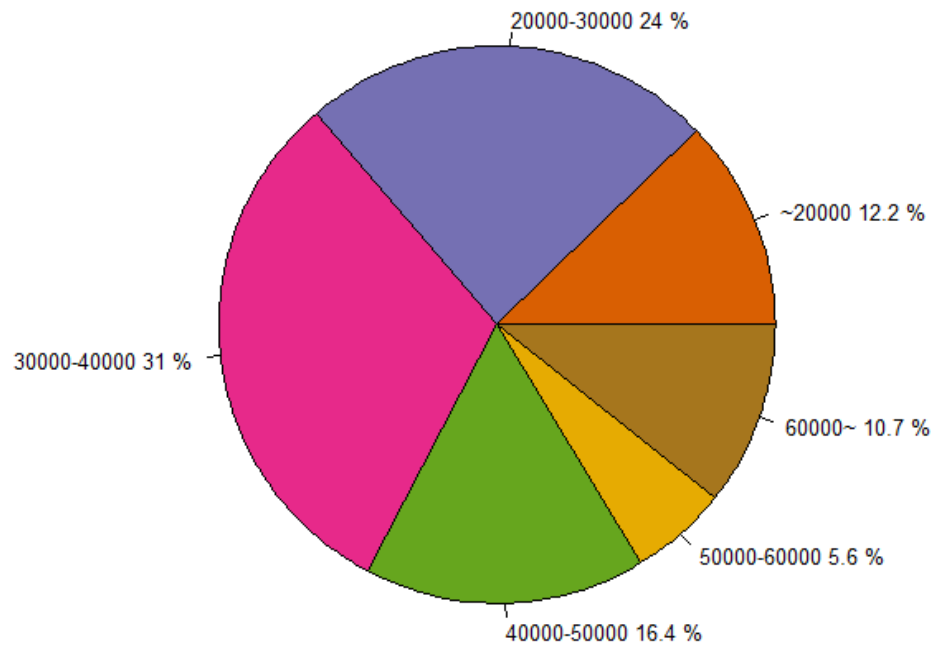
1.1 대분류별 매출 점유율



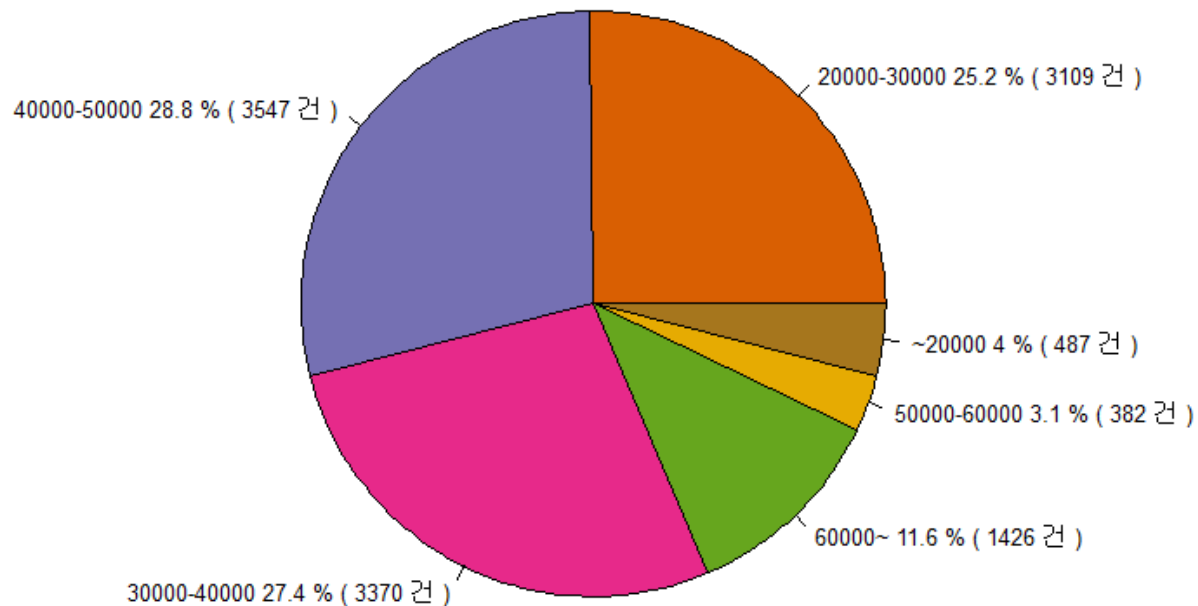
1.2 대분류별 등록 상품 건수 및 점유율



1.3 가격대별 매출 점유율



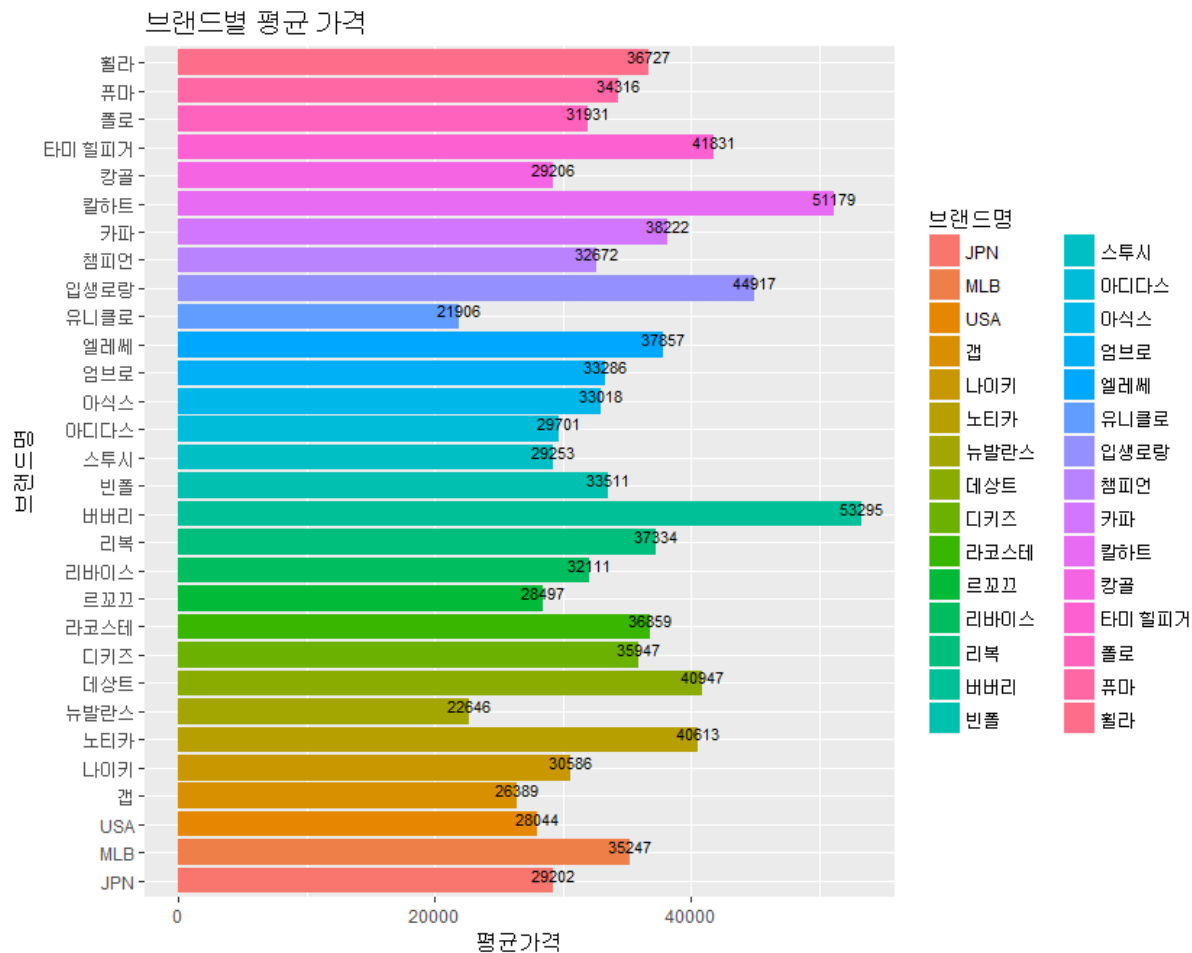
1.4 가격대별 판매건수 및 점유율(50% 세일적용)



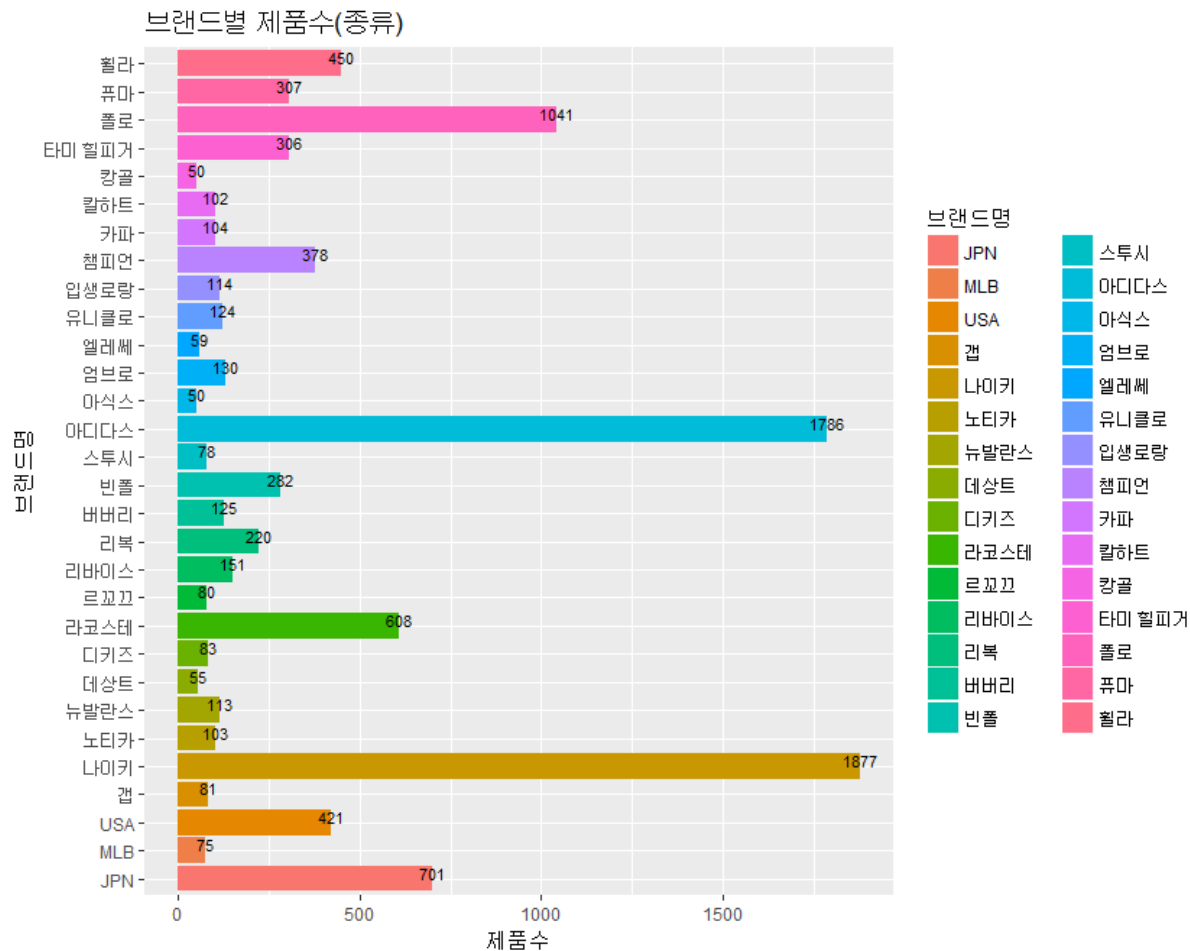
1.5 상품명 워드클라우드



1.6 브랜드별 평균 가격



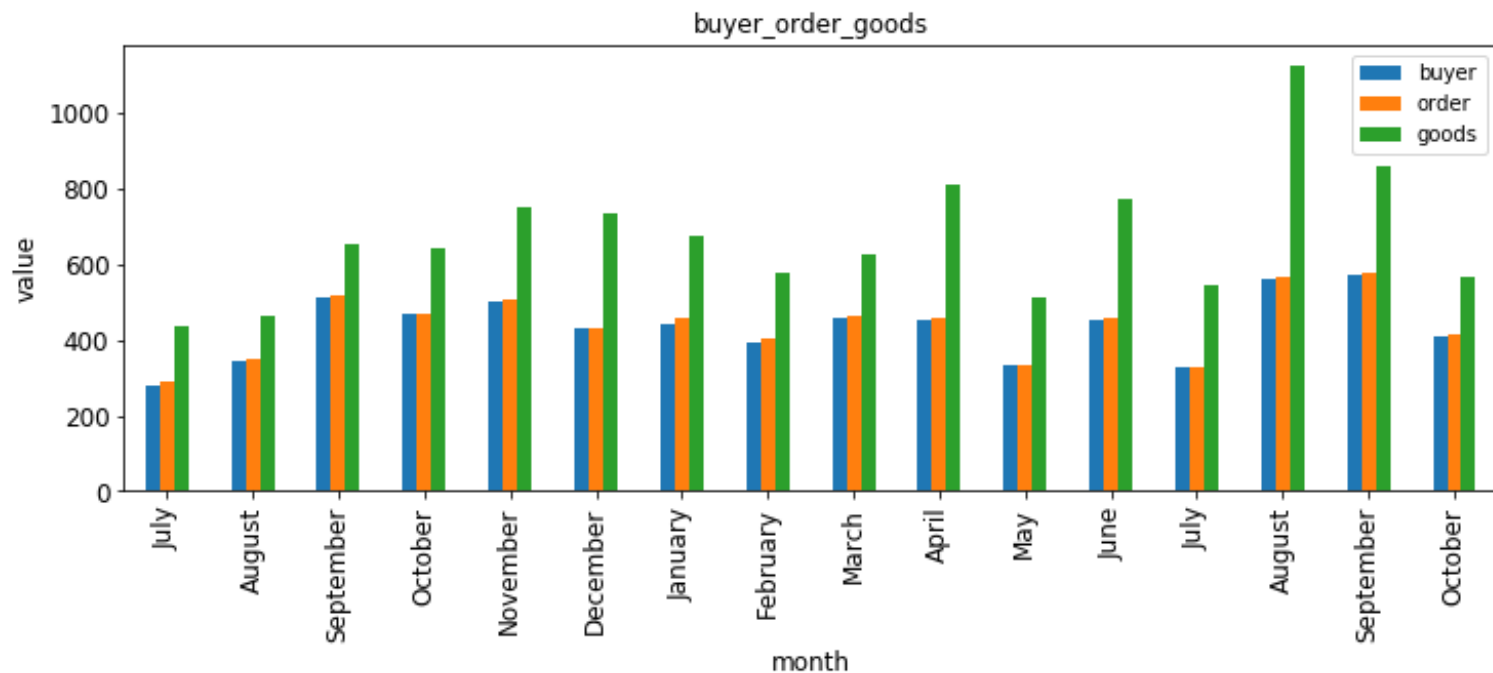
1.7 브랜드별 제품코드 수



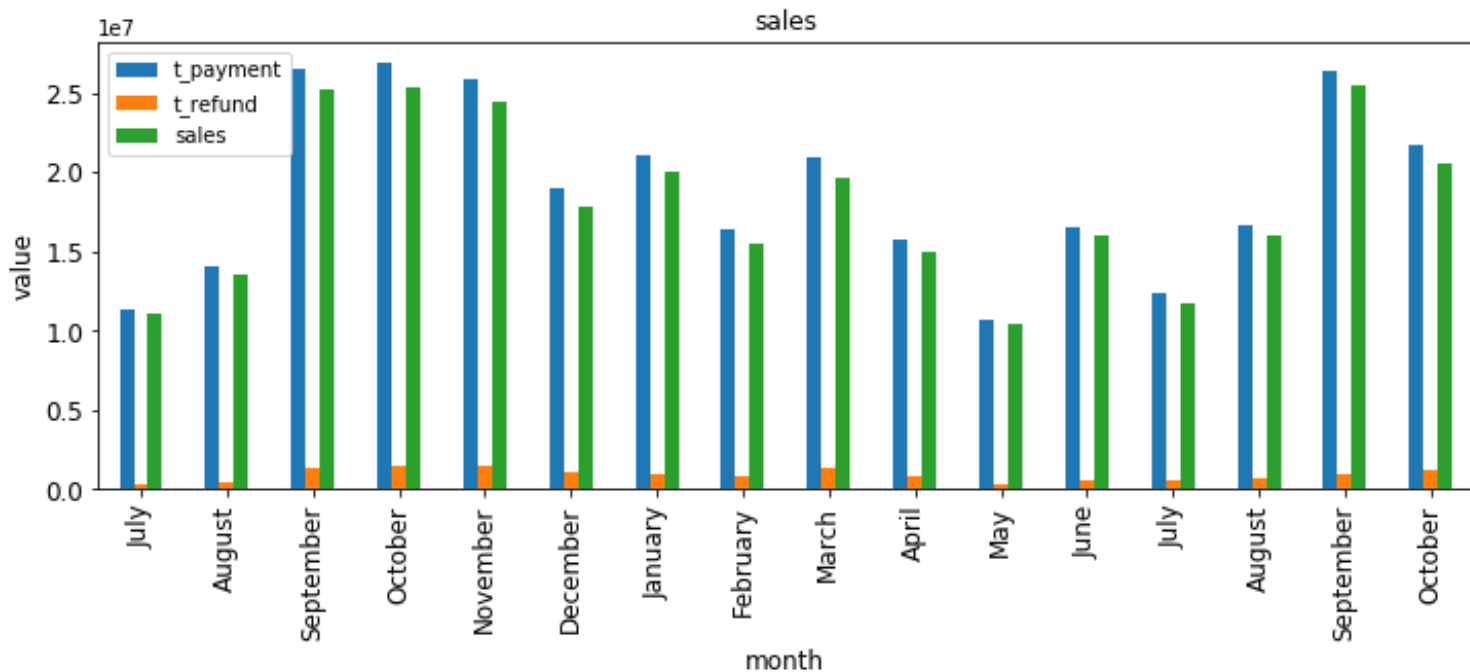


2. 매출 데이터 시각화

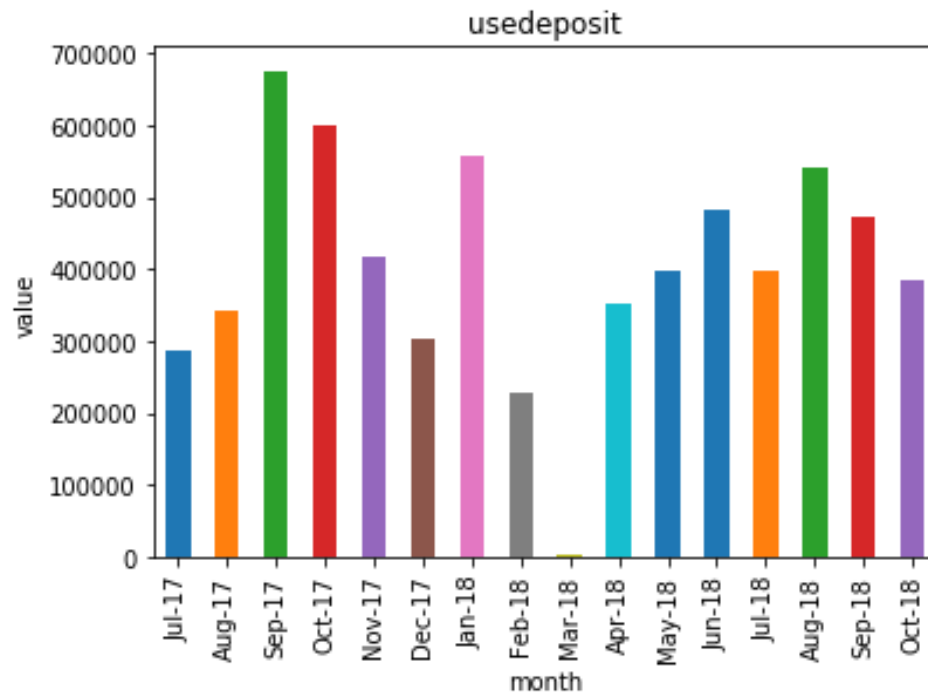
2.1 2017.07 ~ 2018.10 월간 구매자 수에 따른 주문건수와 구매개수



2.2 2017.07 ~ 2018.10 월간 결제금액과 환불금액에 따른 실 매출액

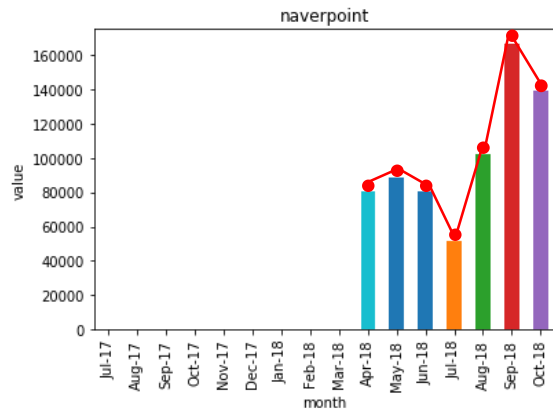
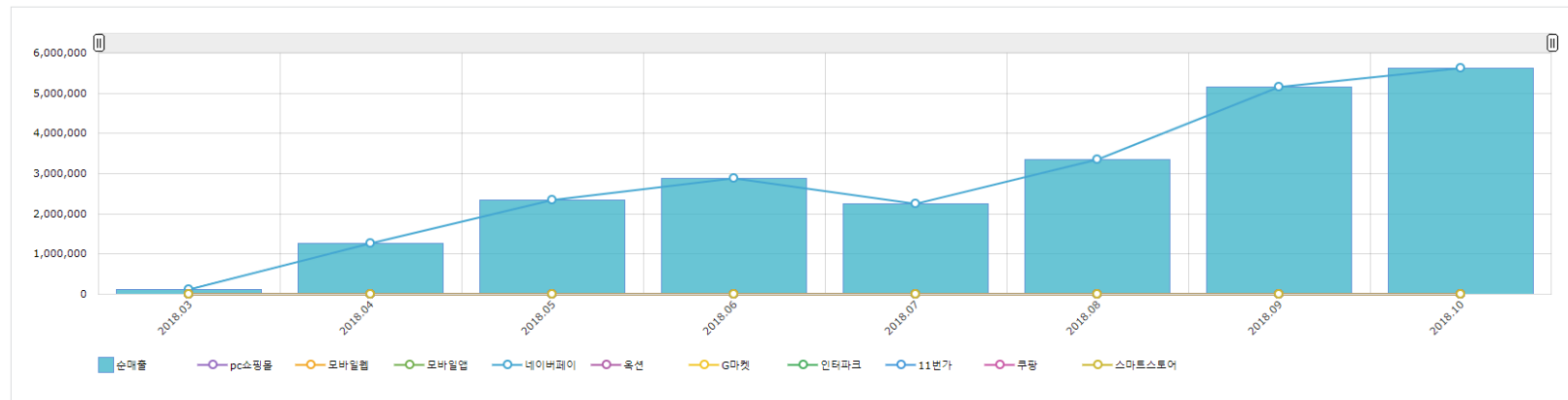


2.3 2017.07 ~ 2018.10 적립금 사용내역

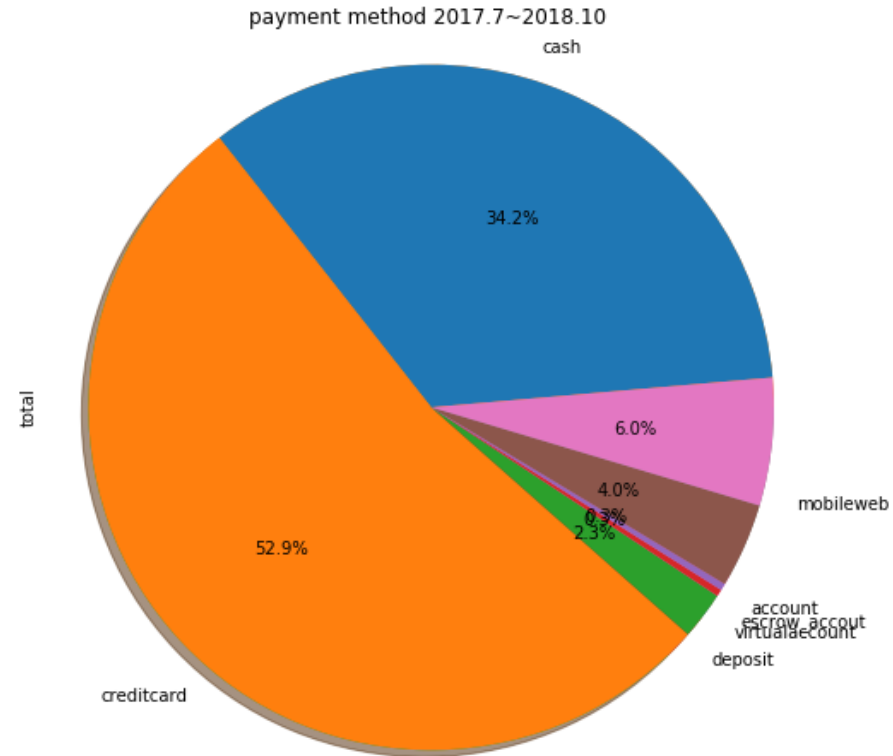


2.4 결제 플랫폼 NAVER PAY 사용 현황

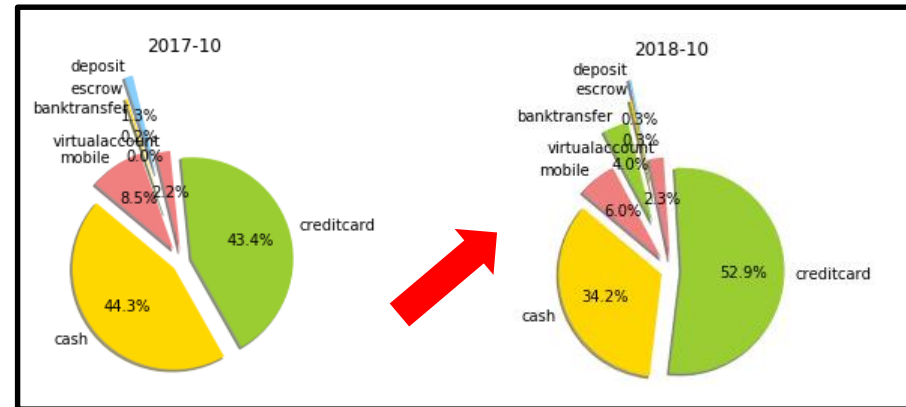
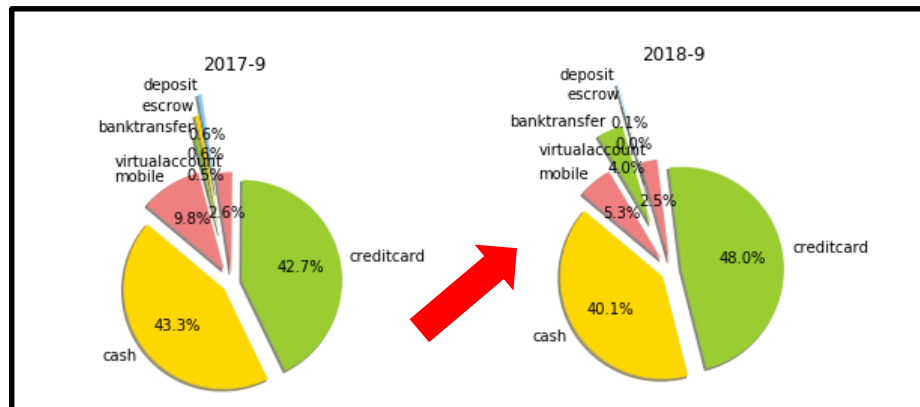
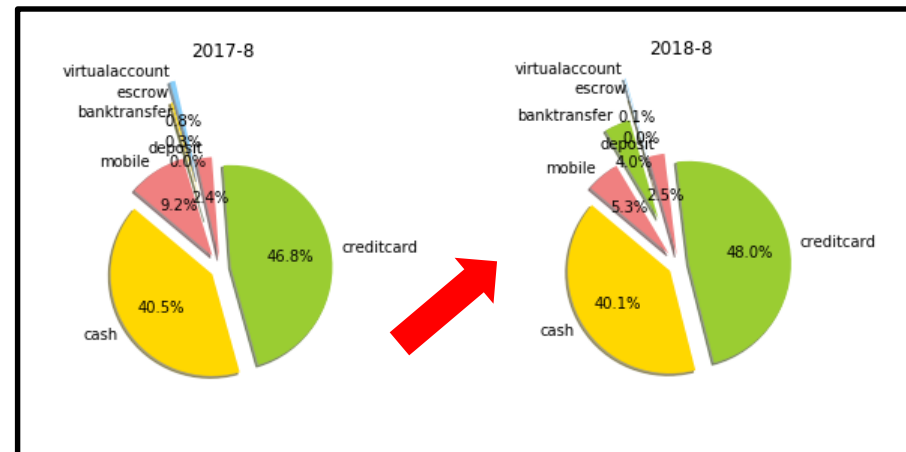
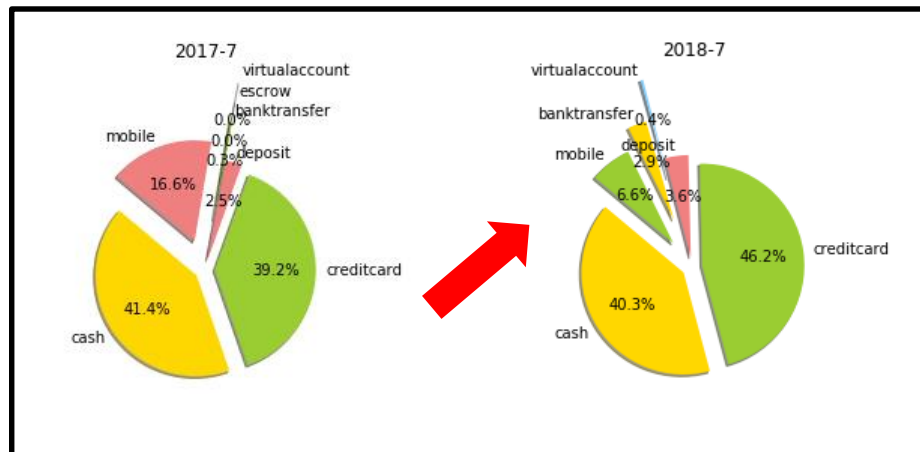
통계 그래프



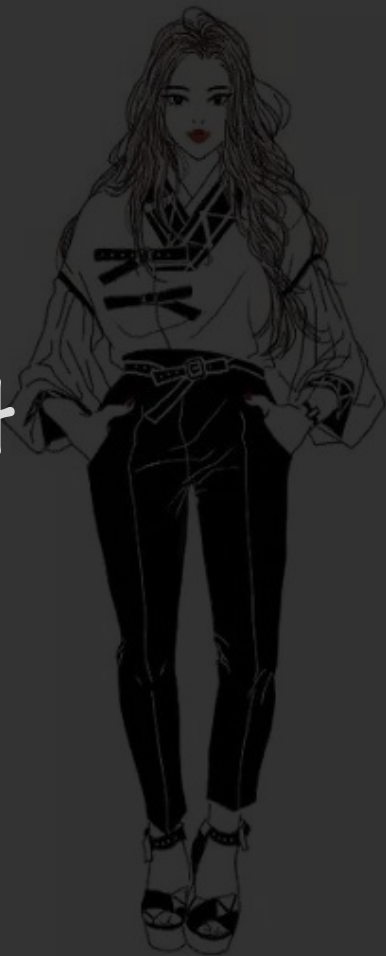
2.5 2017.07 ~ 2018.10 결제수단 비율



2.6 2017년과 2018년 7,8,9,10월 결제수단 변화



3. 고객 데이터 시각화

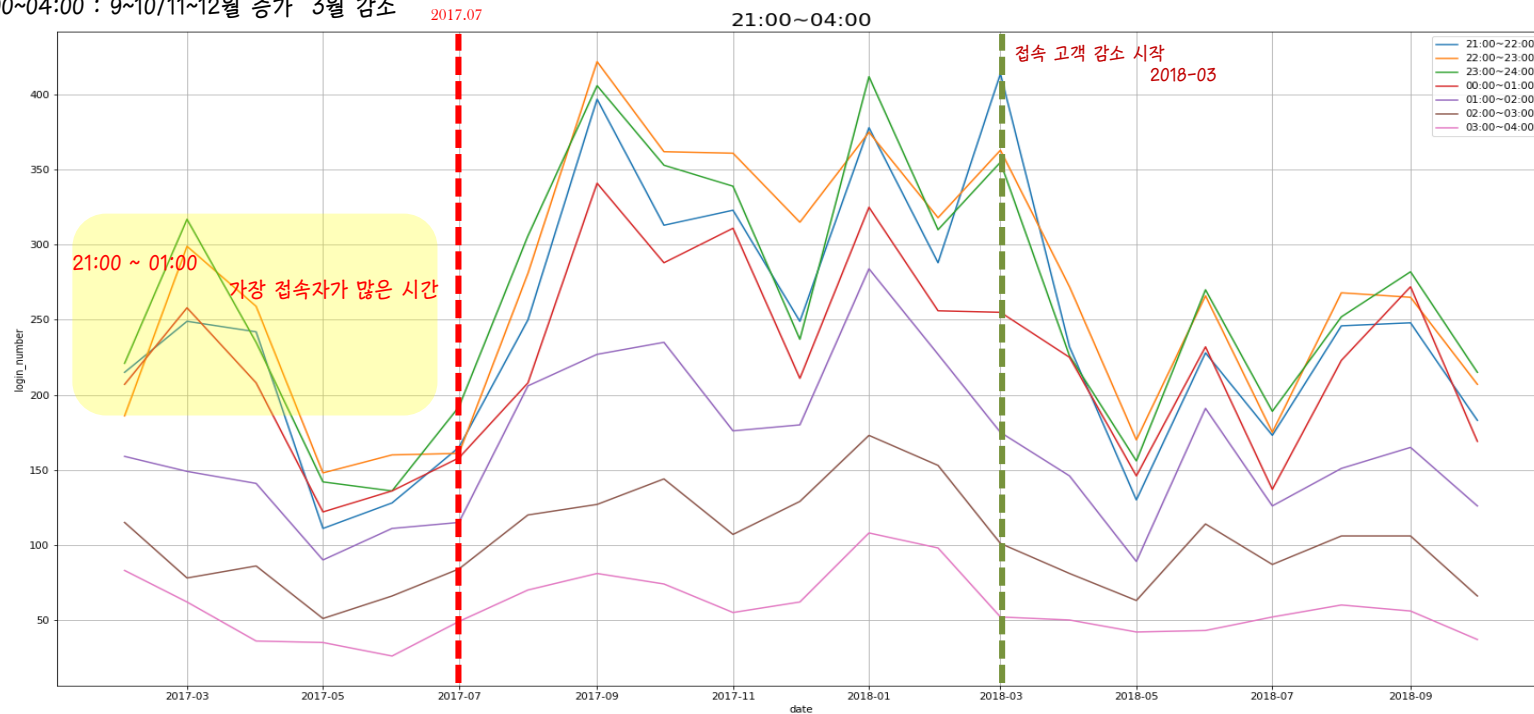


3.1 Member Time List : Visitors

접속 횟수 분석 21:00 ~ 04:00

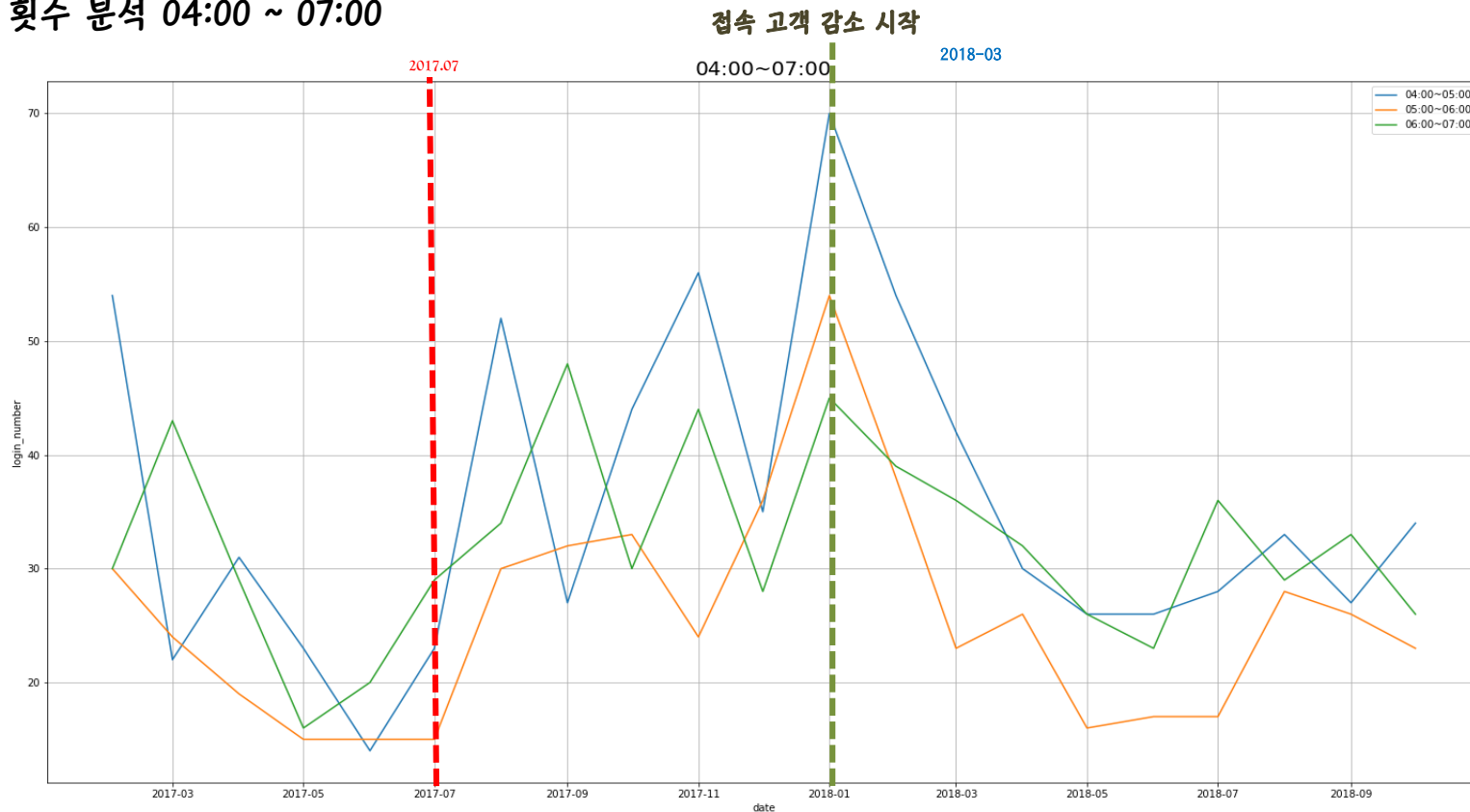
21:00~01:00 : 9~10/11~12월 감소 3월 증가

01:00~04:00 : 9~10/11~12월 증가 3월 감소



3.1 Member Time List : Visitors

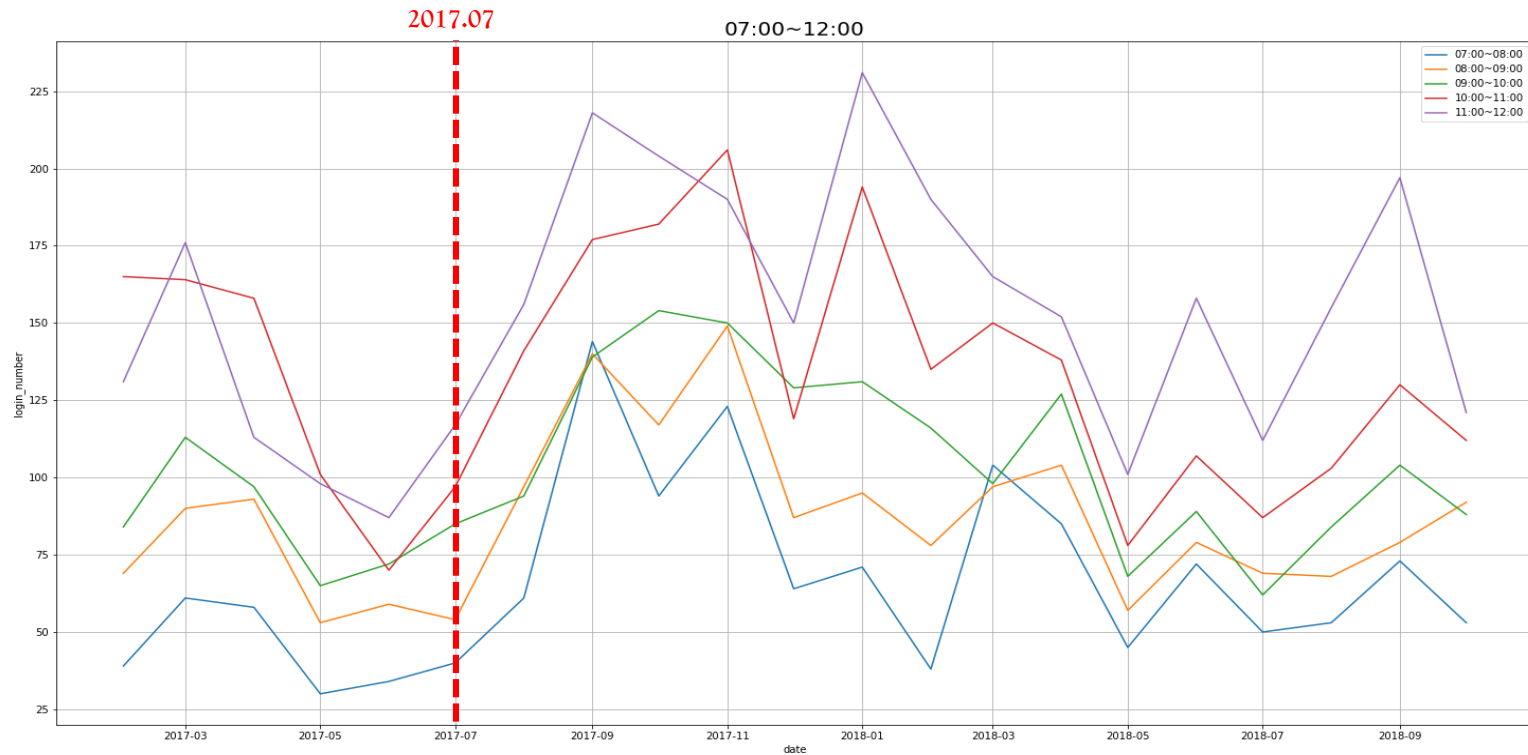
접속 횟수 분석 04:00 ~ 07:00



3.1 Member Time List : Visitors

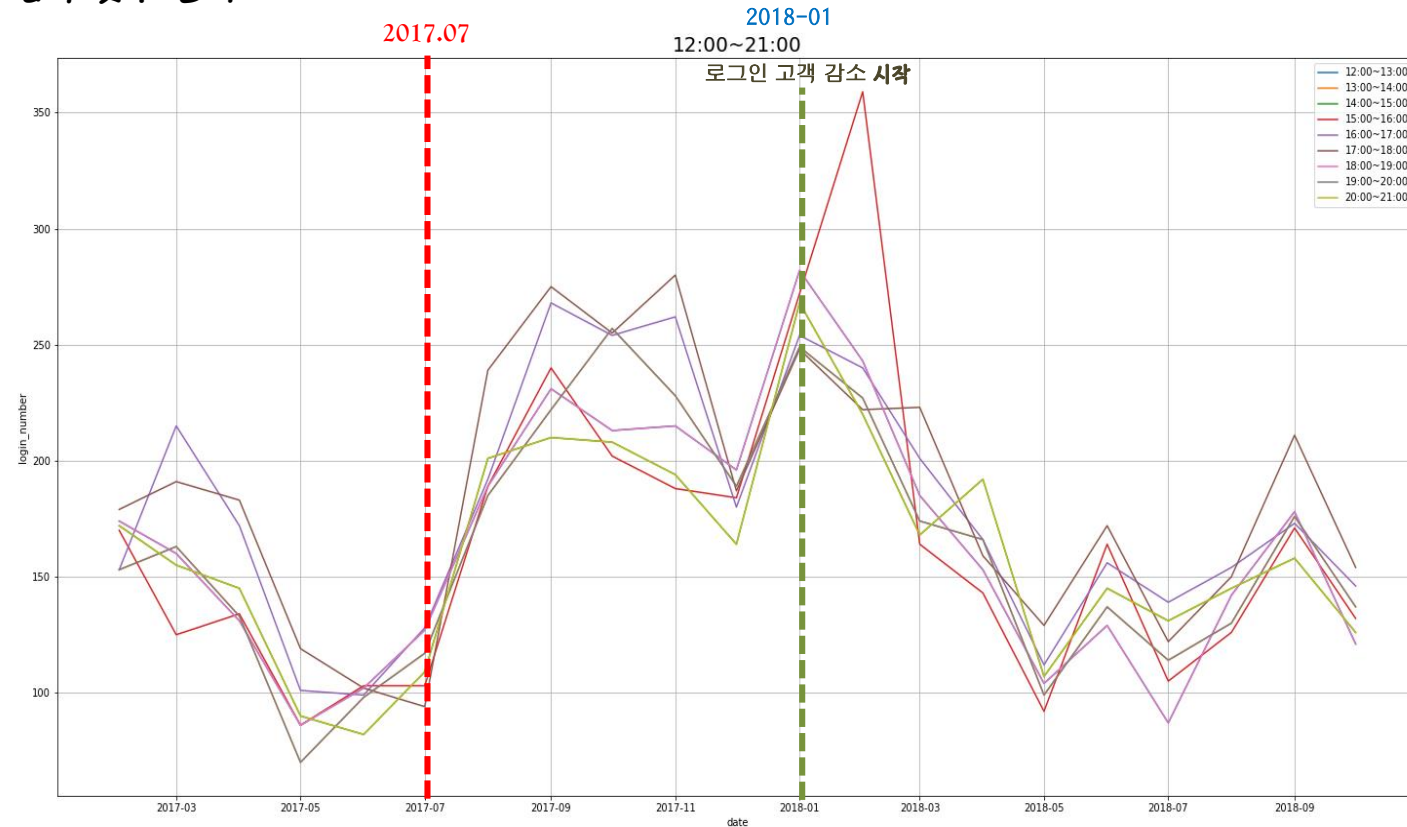
접속 횟수 분석 07:00 ~ 12:00

오전시간 : 비교적 꾸준한 오전 접속 횟수



3.1 Member Time List : Visitors

접속 횟수 분석 12:00 ~ 21:00



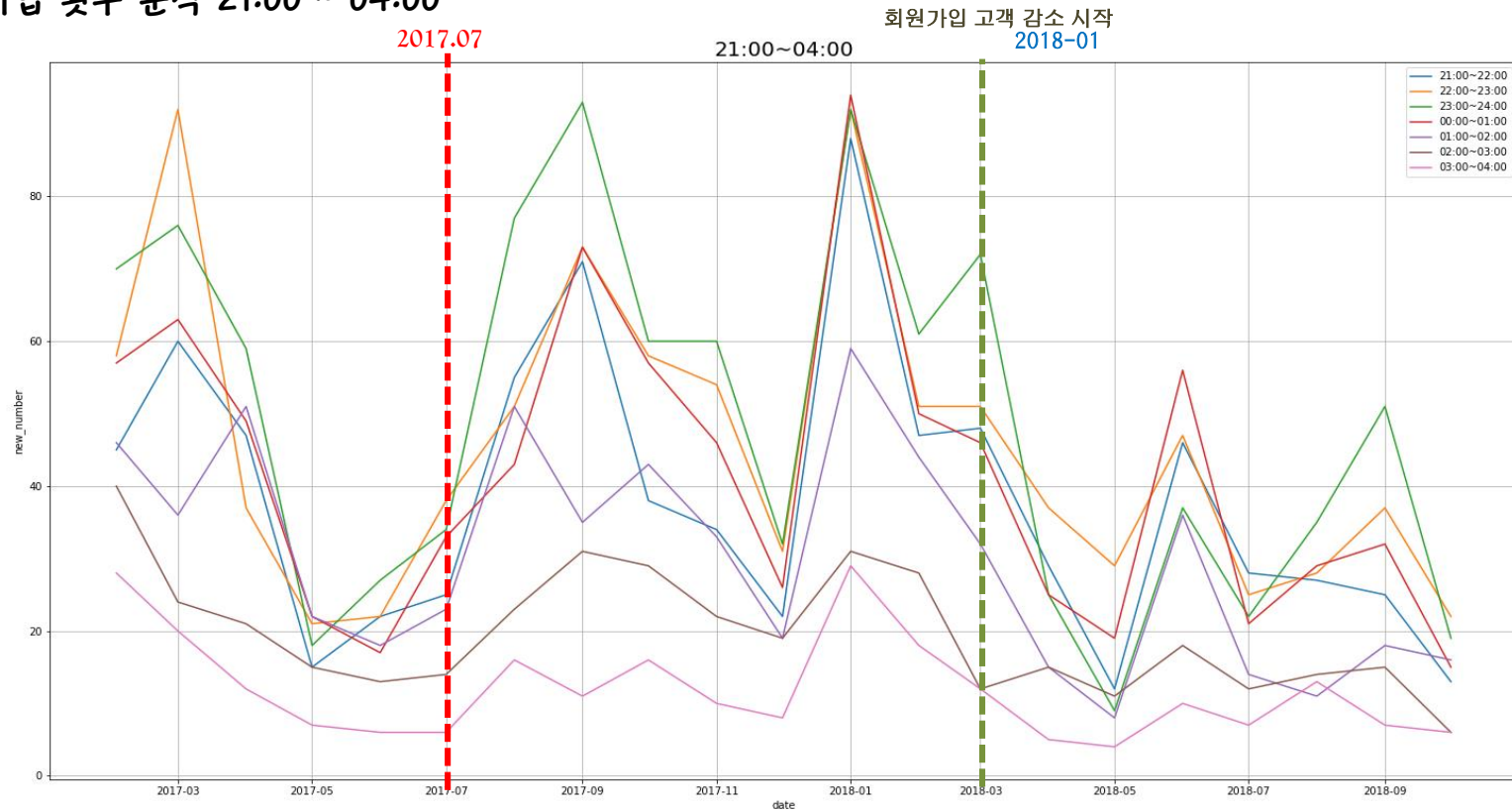
Member Time List

New_member



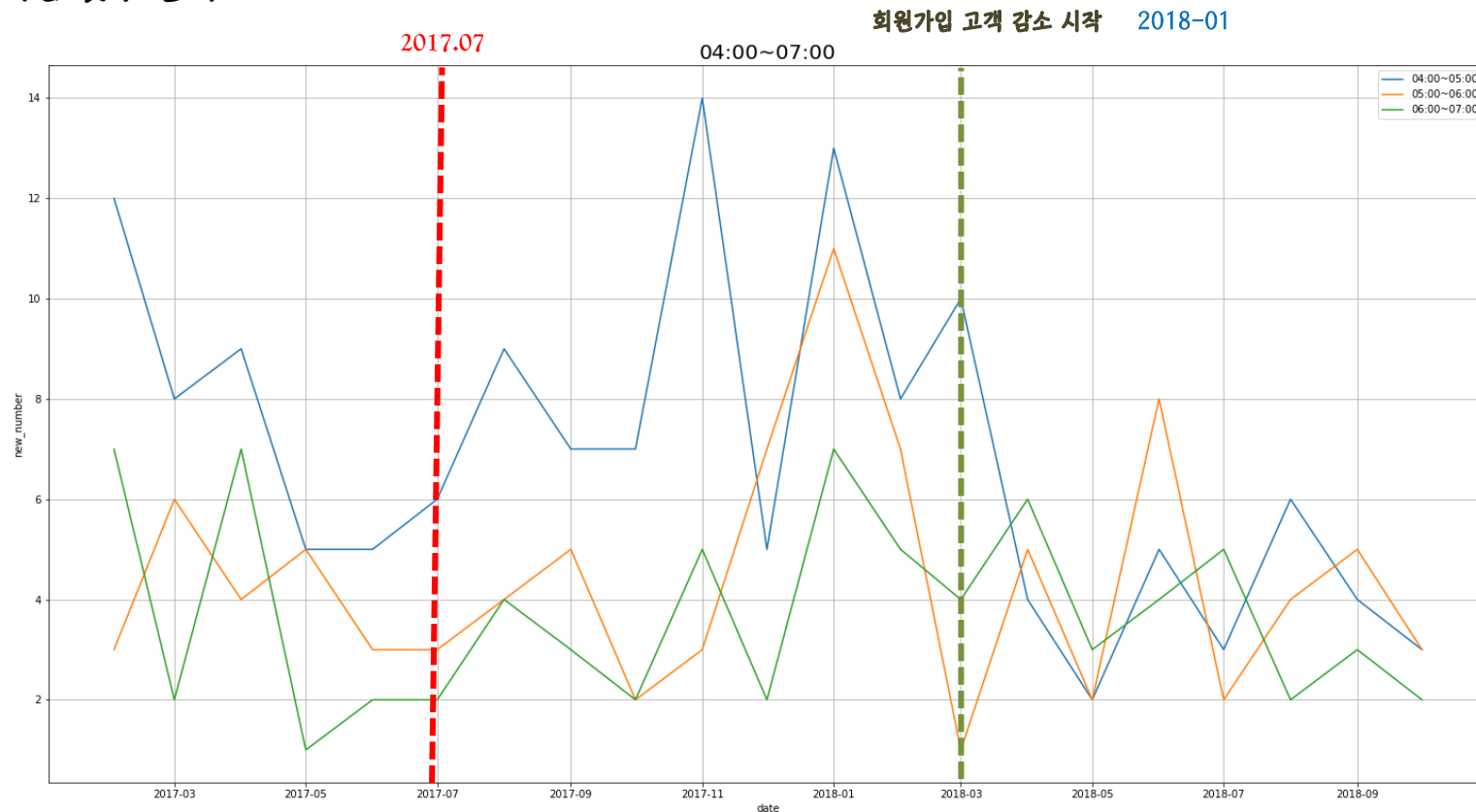
3.2 Member Time List : New_member

회원가입 횟수 분석 21:00 ~ 04:00



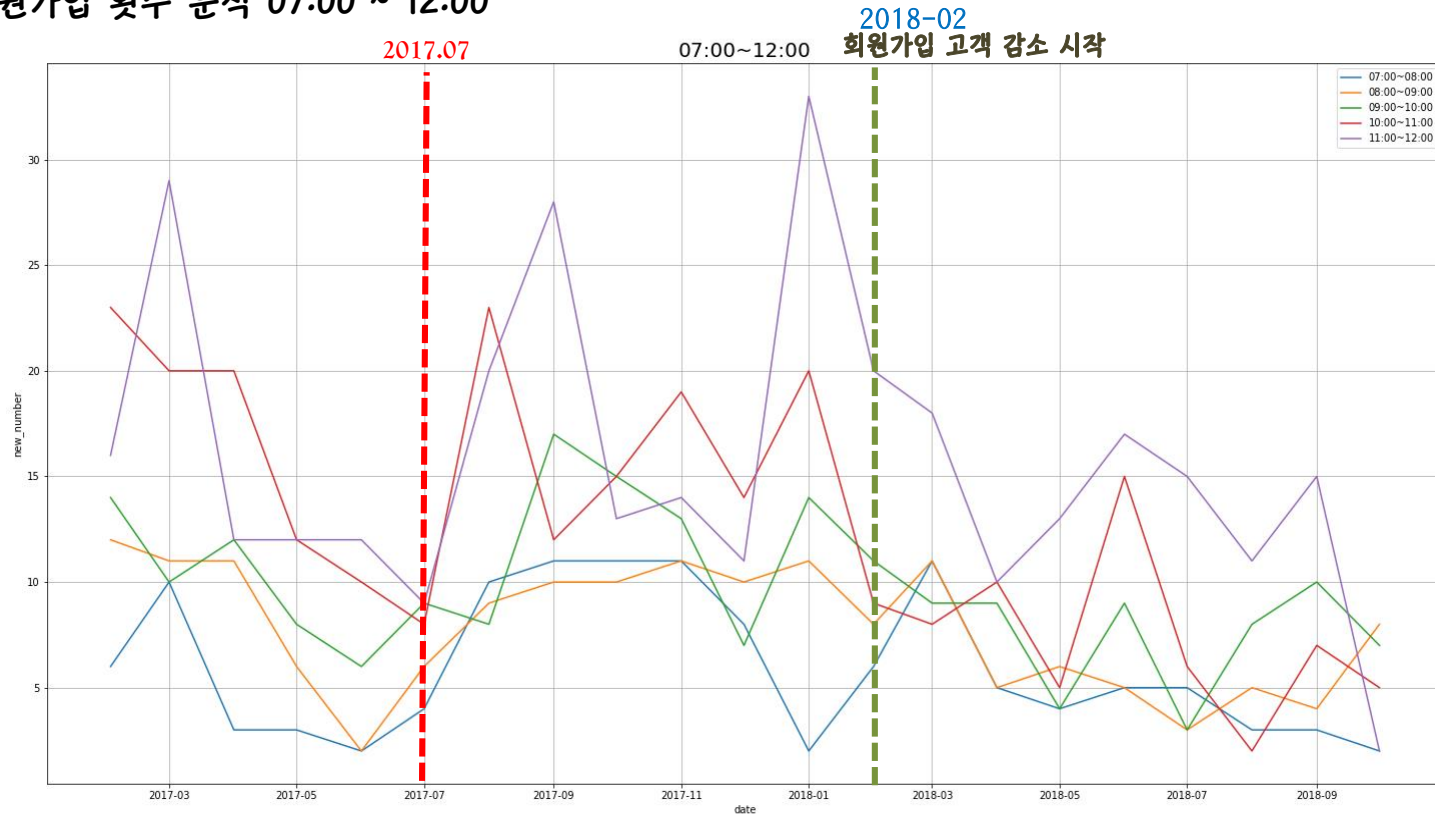
3.2 Member Time List : New_member

회원가입 횟수 분석 04:00 ~ 07:00



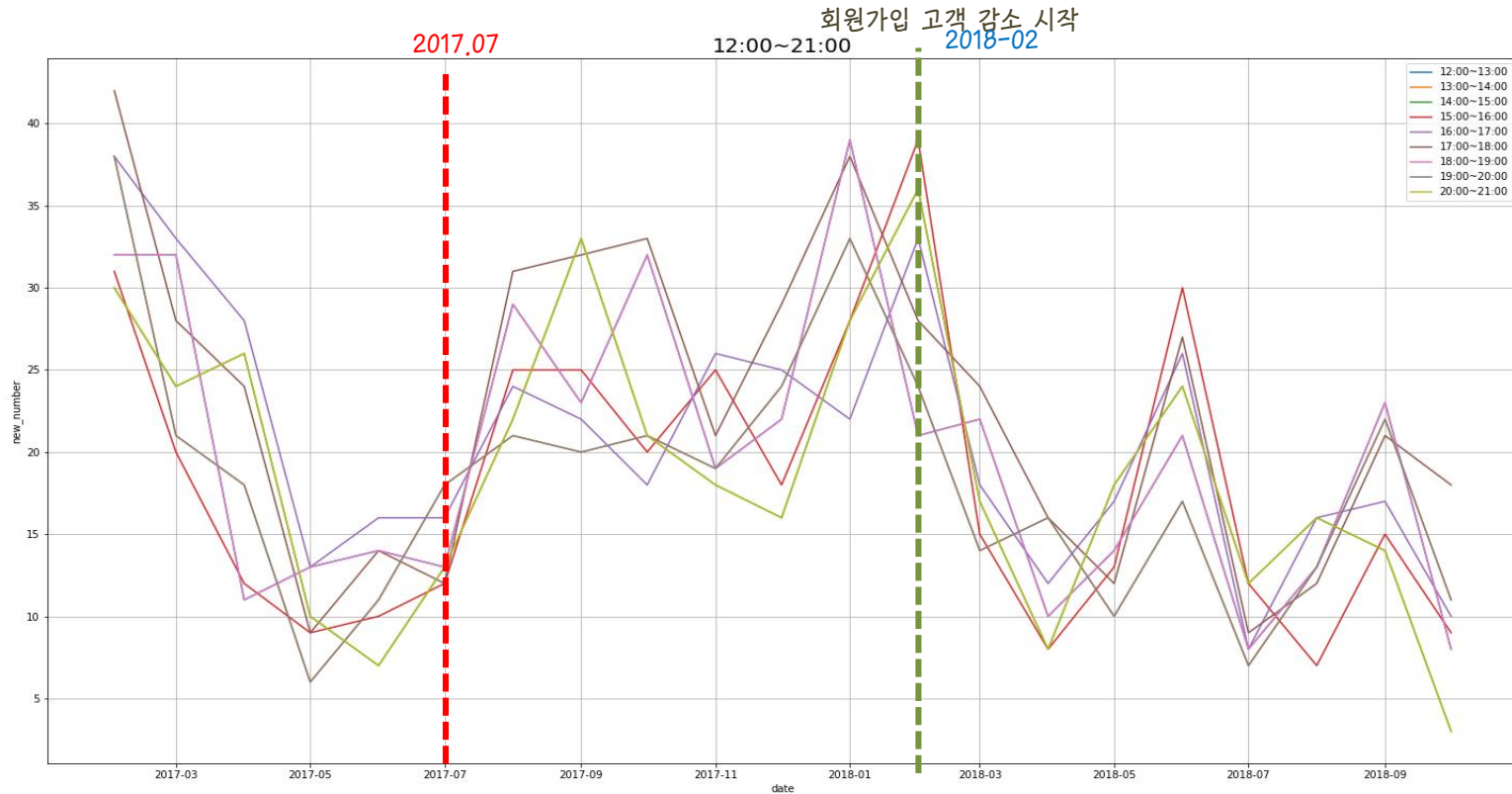
3.2 Member Time List : New_member

회원가입 횟수 분석 07:00 ~ 12:00



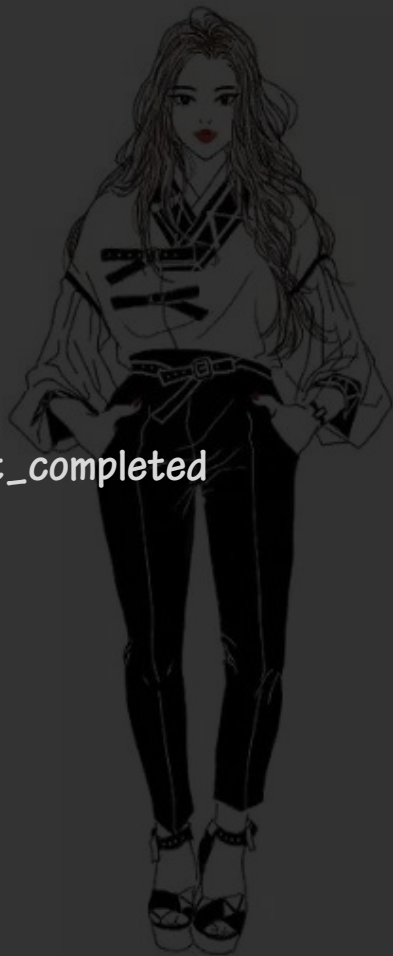
3.2 Member Time List : New_member

회원가입 횟수 분석 12:00 ~ 21:00



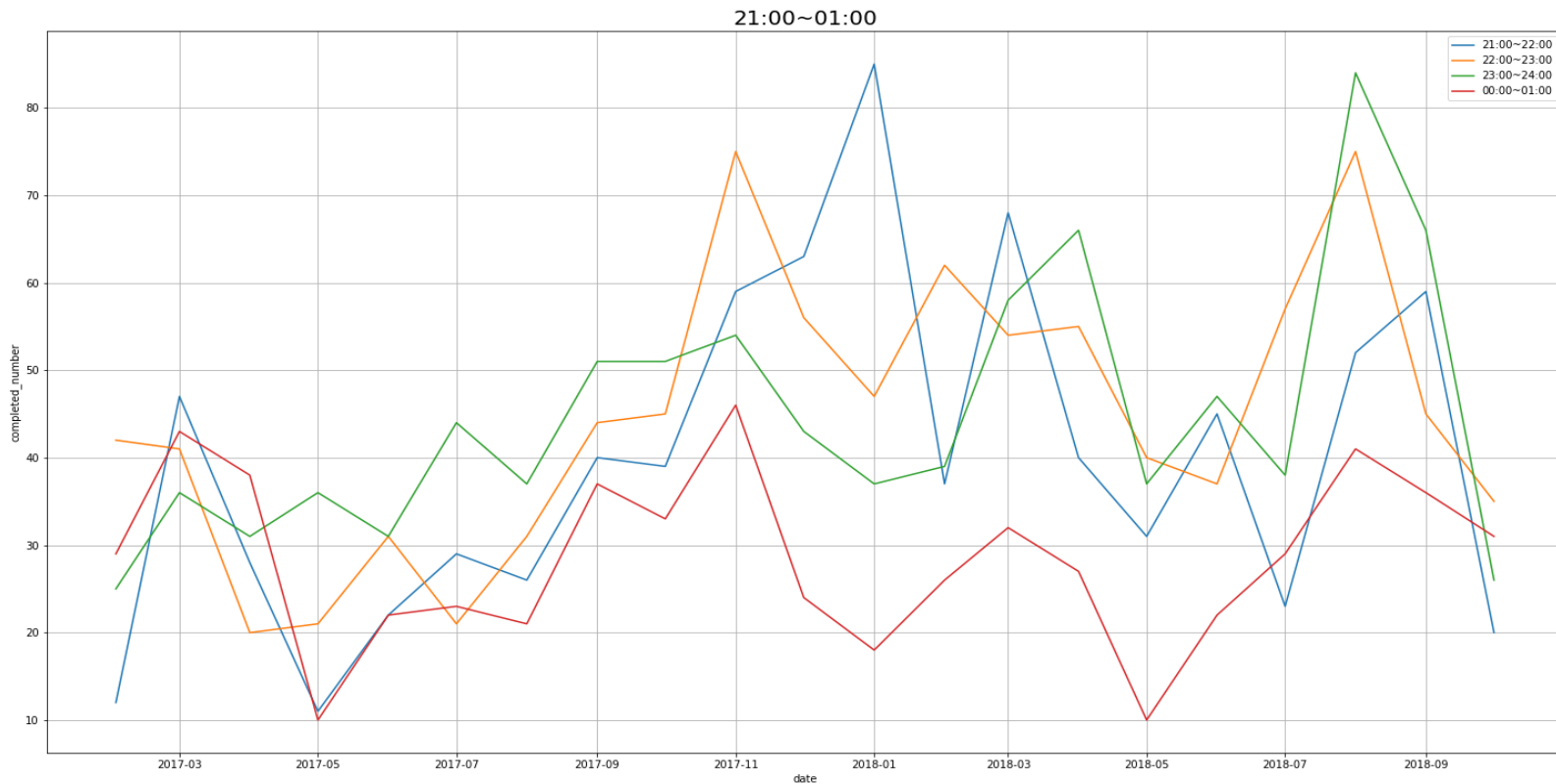
Member Time List

Payment_completed



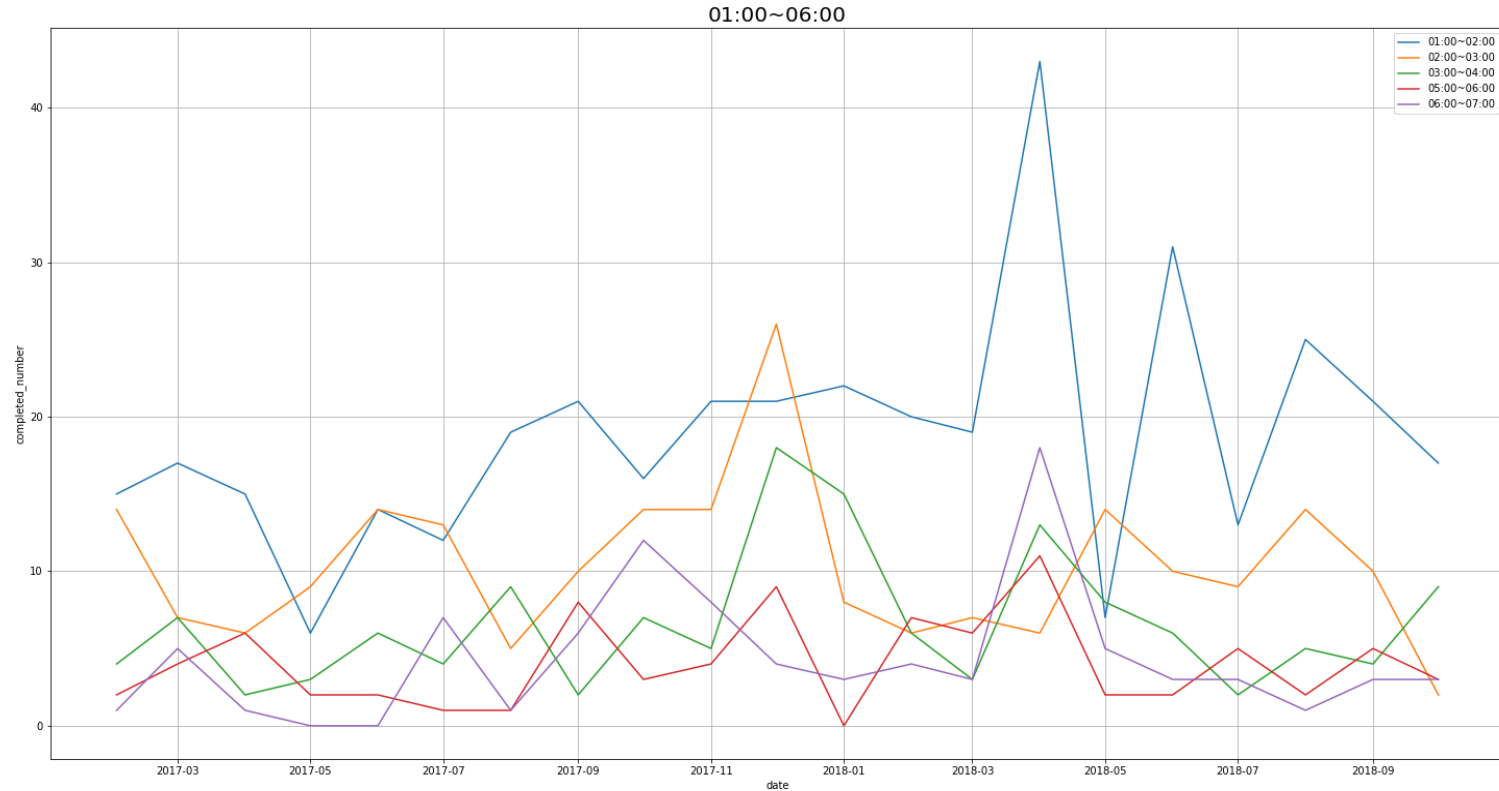
3.3 Member Time List : Payment_completed

결제 완료 횟수 분석 21:00 ~ 01:00



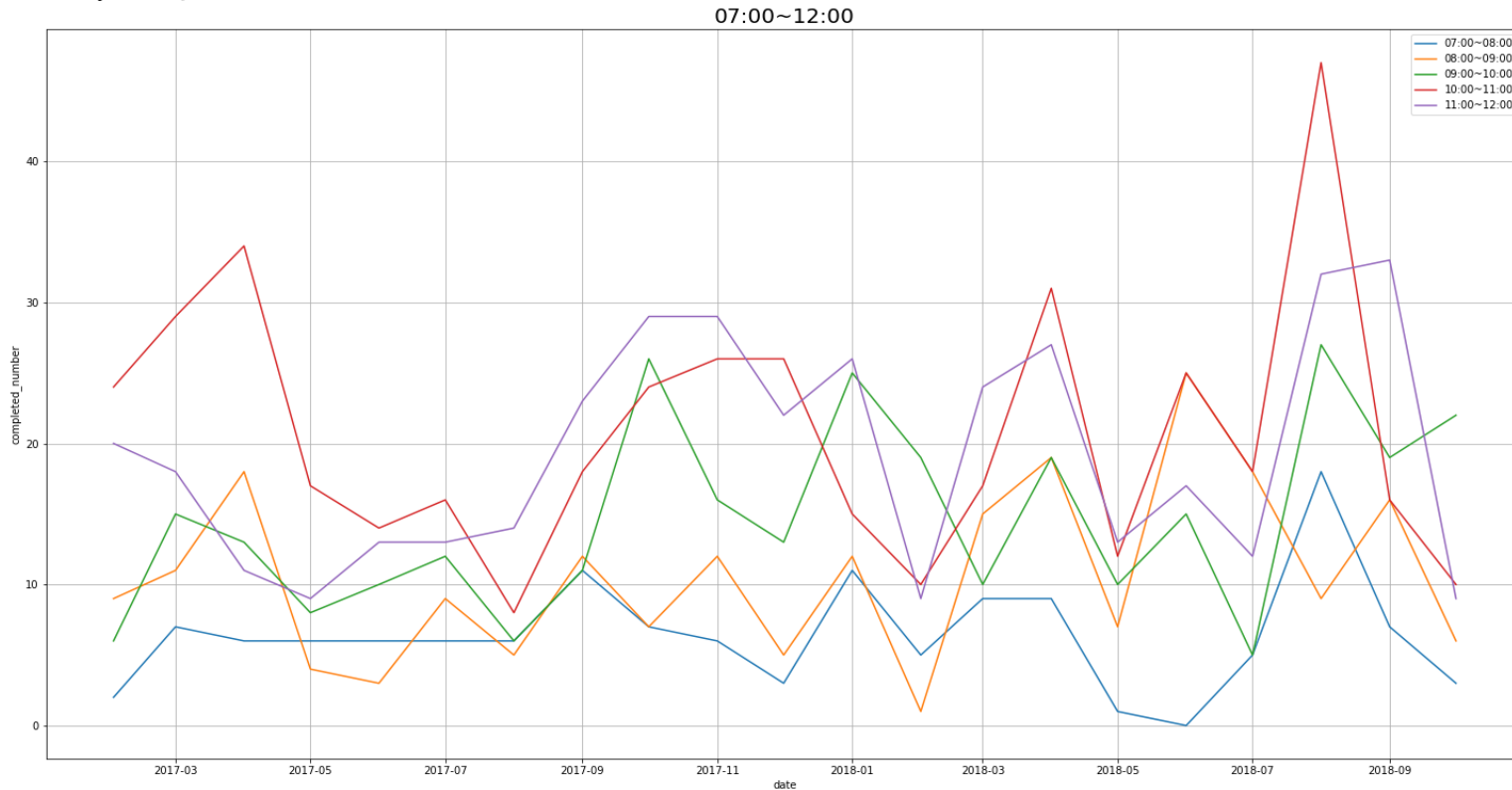
3.3 Member Time List : Payment_completed

결제 완료 횟수 분석 01:00 ~ 07:00



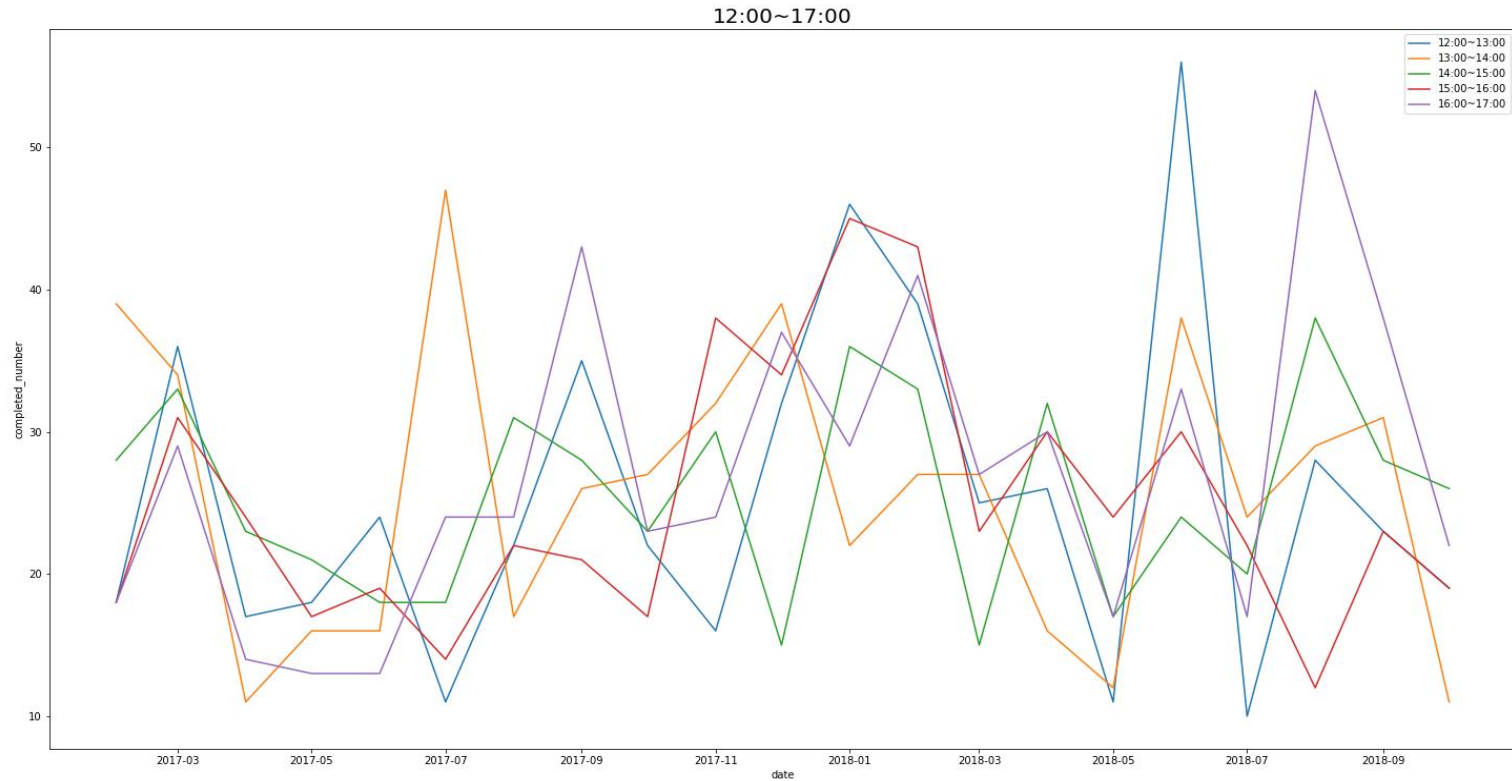
3.3 Member Time List : Payment_completed

결제 완료 횟수 분석 07:00 ~ 12:00



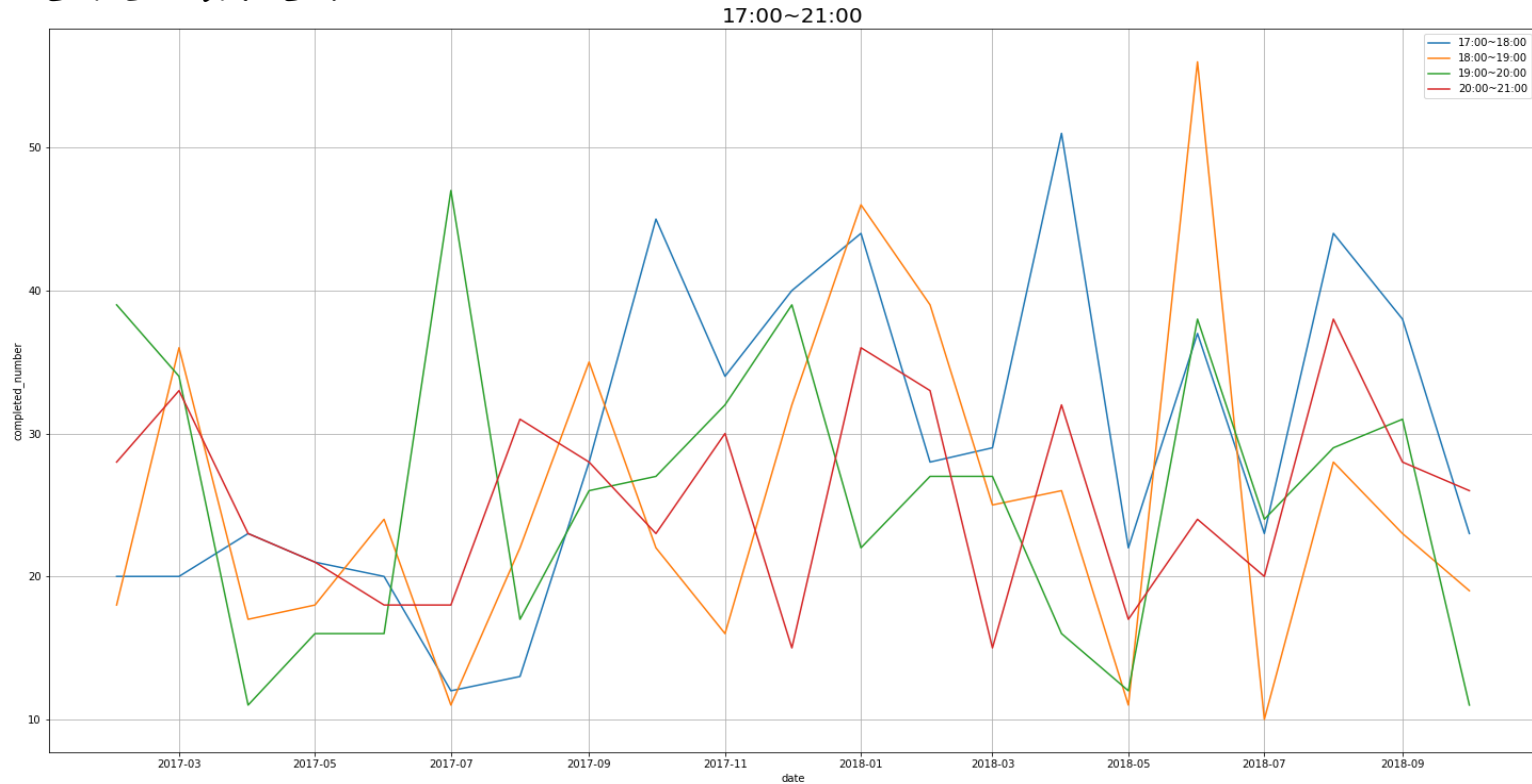
3.3 Member Time List : Payment_completed

결제 완료 횟수 분석 12:00 ~ 17:00

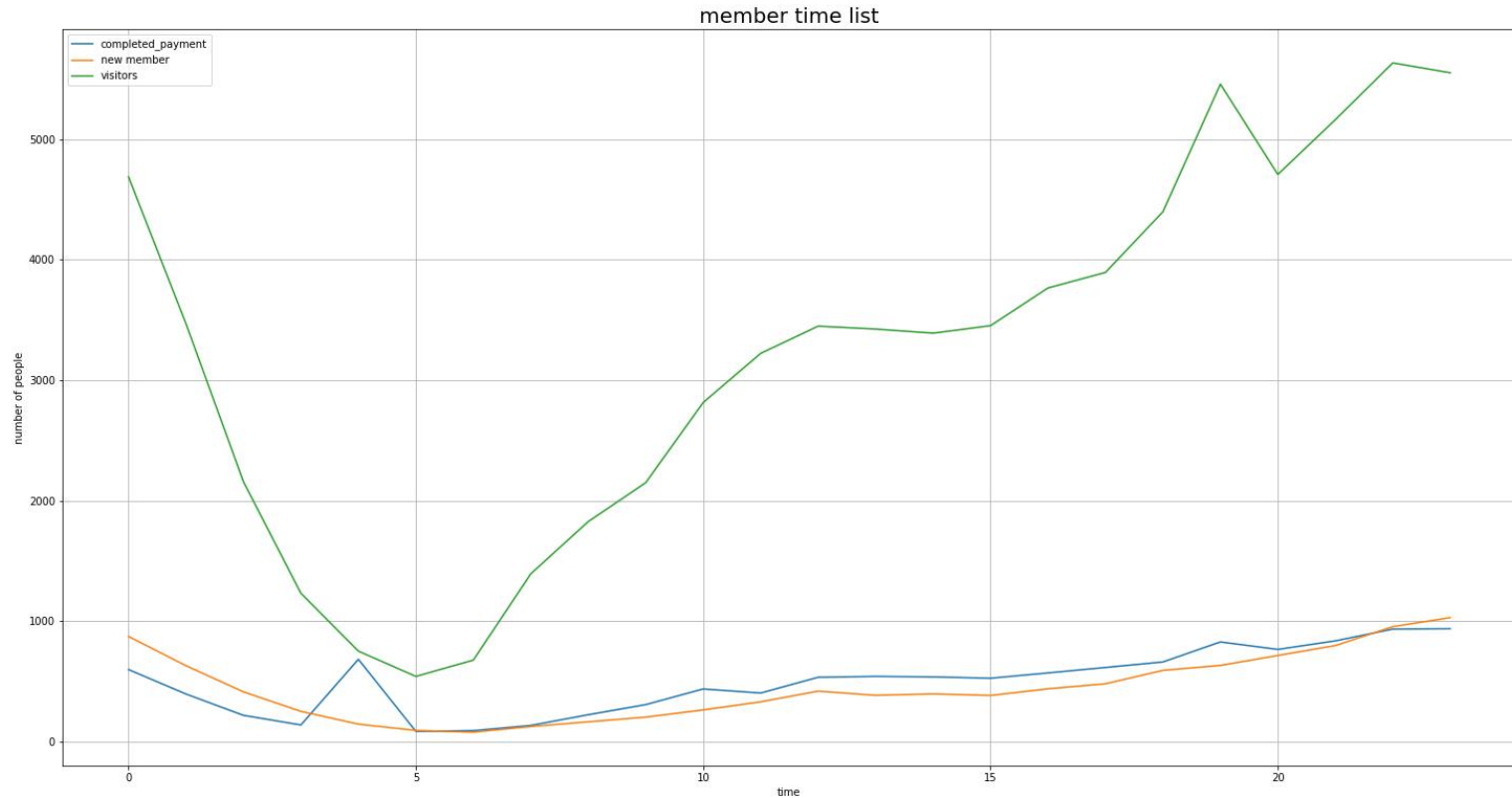


3.3 Member Time List : Payment_completed

결제 완료 횟수 분석 17:00 ~ 21:00

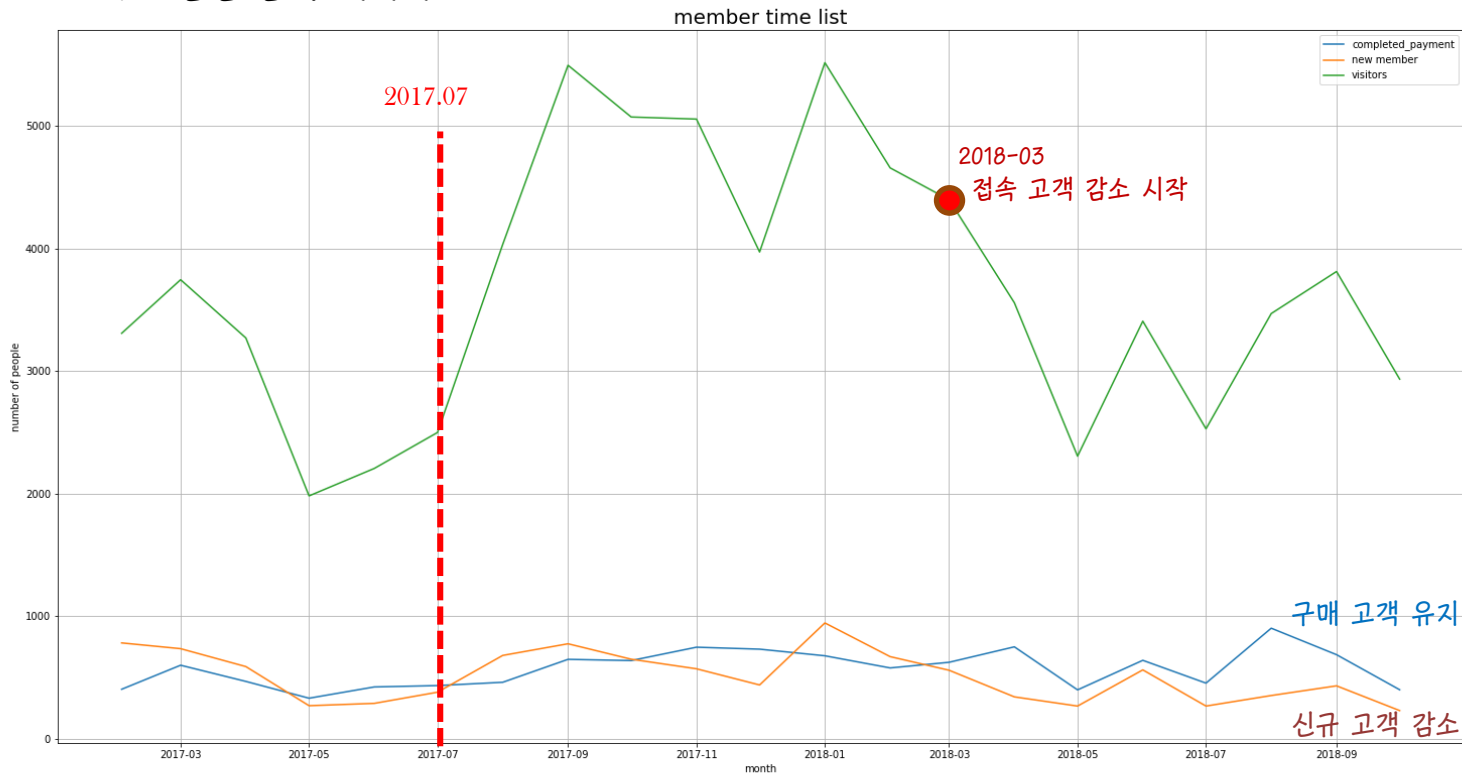


3.3 Member Time List : Visitors



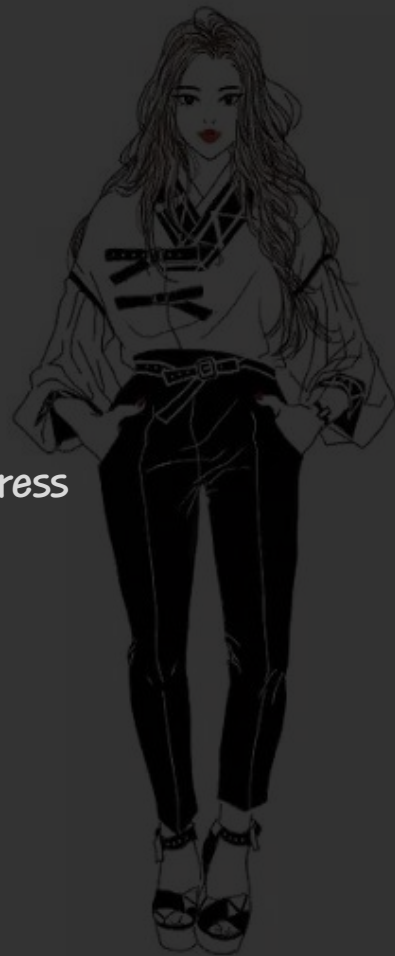
3.3 Member Time List : Visitors

2017.02 ~ 2018.10 달별 분석 데이터



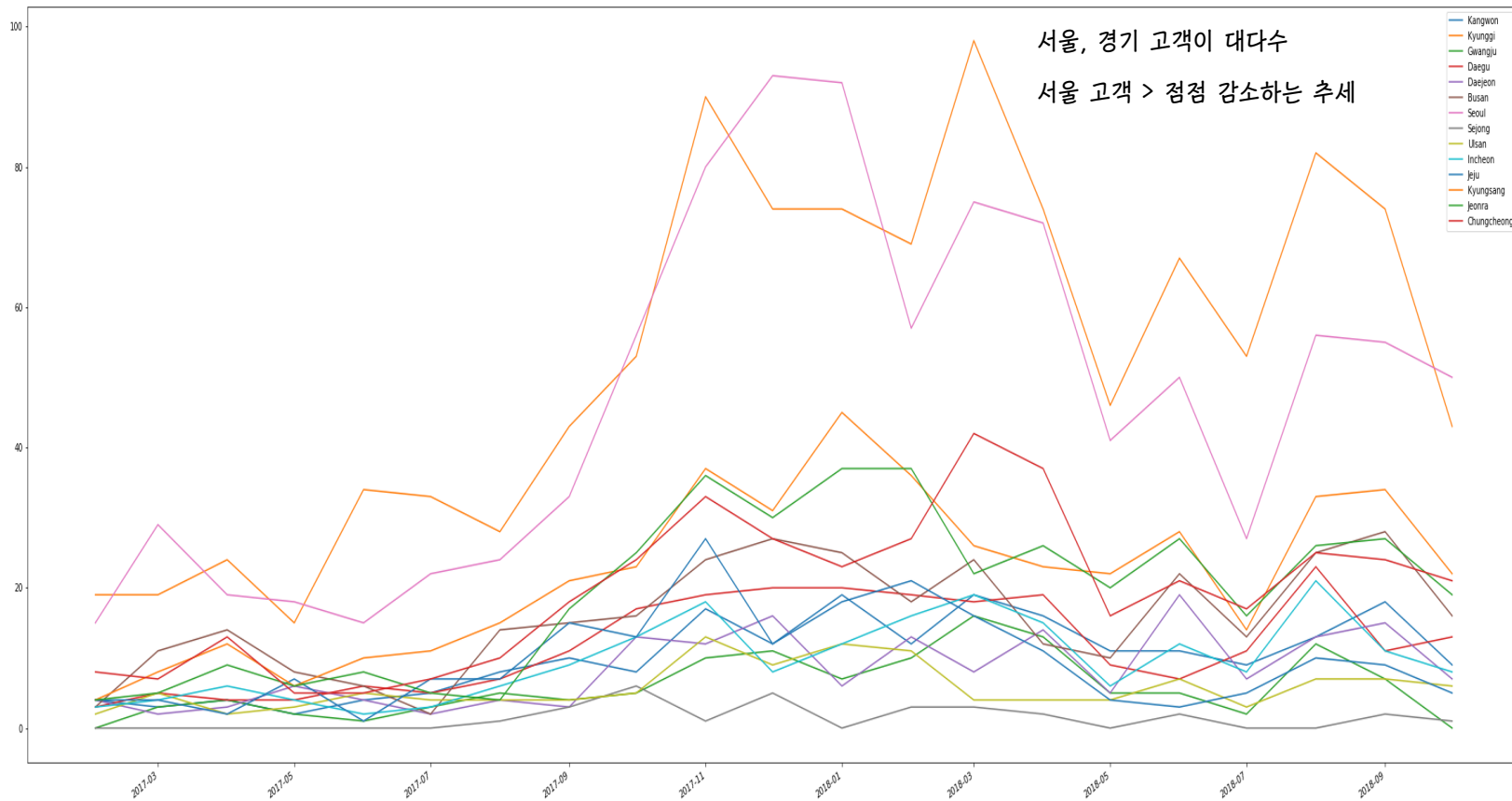
Real Payment

address



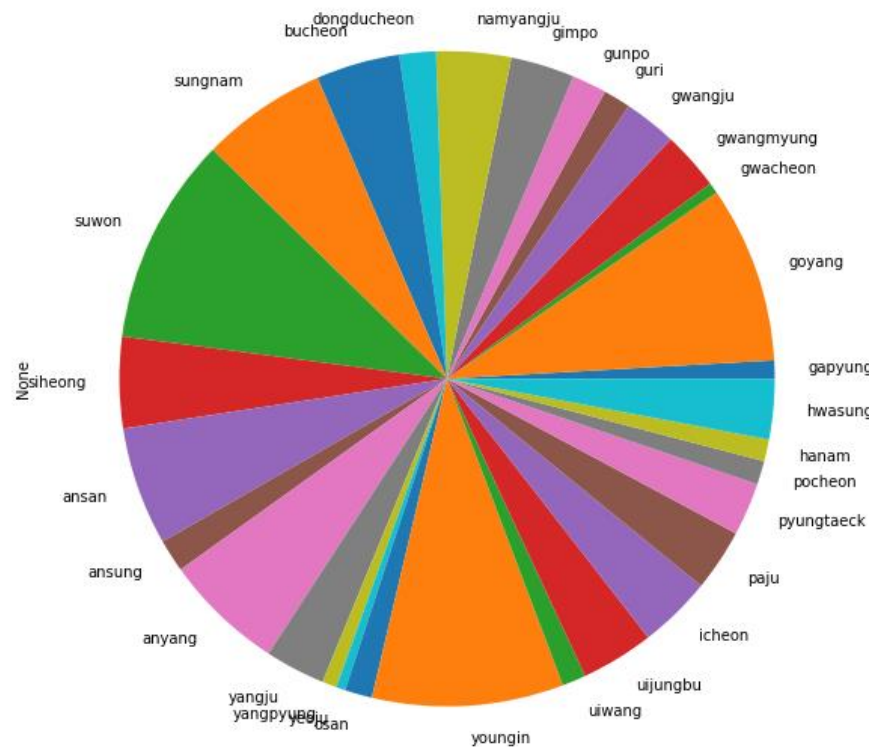
3.4 Real Payment : address

도별 실결제 횟수



3.4 Real Payment : address

경기도 실결제 고객 수 (2017.2 ~ 2018.10)

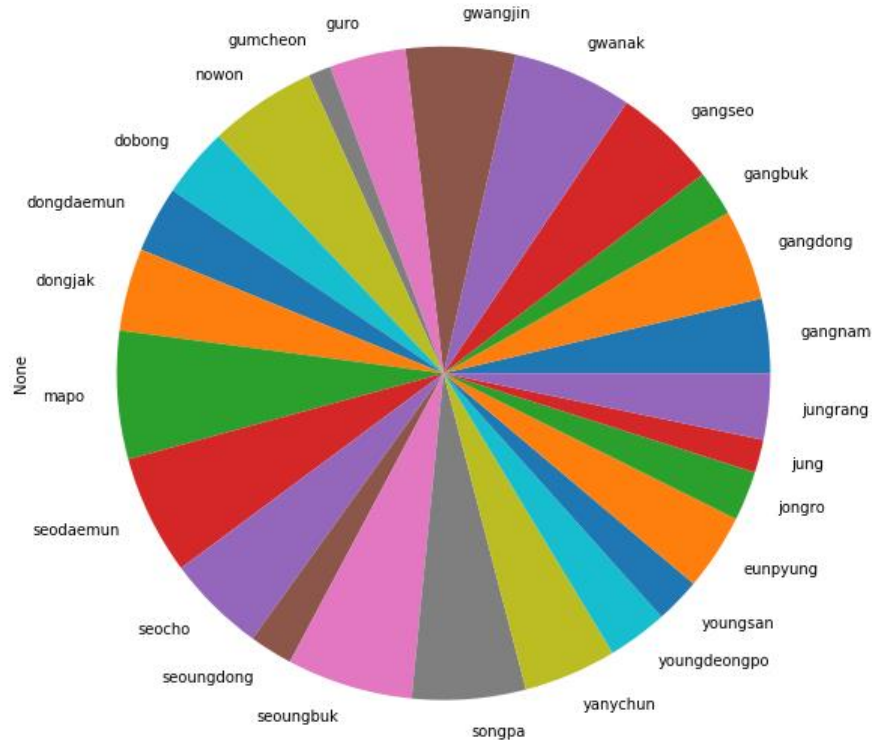


1. 수원
2. 용인
3. 고양
4. 성남

gapyung	10.0
goyang	97.0
gwacheon	6.0
gwangmyung	32.0
gwangju	29.0
guri	15.0
gunpo	19.0
gimpo	35.0
namyangju	41.0
dongducheon	20.0
bucheon	46.0
sungnam	69.0
suwon	114.0
siheong	50.0
ansan	65.0
ansung	18.0
anyang	66.0
yangju	33.0
yangpyung	8.0
yeosu	5.0
osan	15.0
youngin	105.0
uiwang	13.0
uijungbu	40.0
icheon	40.0
paju	34.0
pyungtaeck	29.0
pocheon	13.0
hanam	12.0
hwasung	33.0

3.4 Real Payment : address

서울 실결제 고객 수 (2017.2 ~ 2018.10)

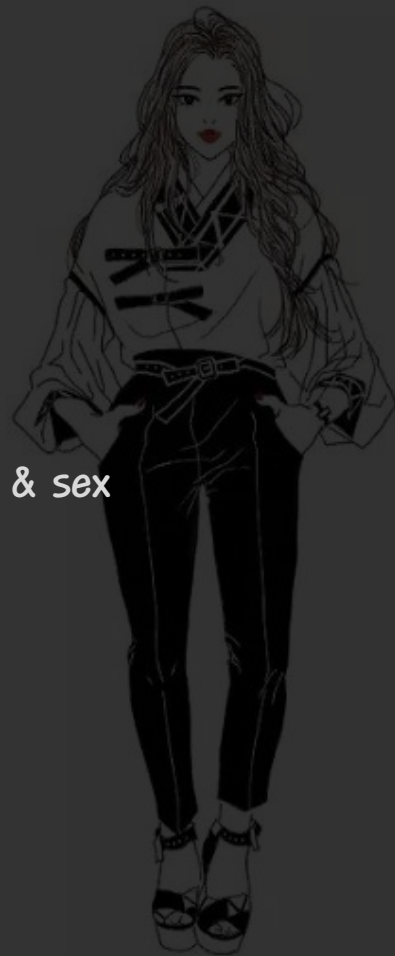


1. 마포
2. 성북
3. 관악/서대문
4. 송파

gangnam	36.0
gangdong	44.0
gangbuk	22.0
gangseo	50.0
gwanak	58.0
gwangjin	53.0
guro	37.0
gumcheon	11.0
nowon	52.0
dobong	34.0
dongdaemun	32.0
dongjak	40.0
mapo	62.0
seodaemun	58.0
seocho	48.0
seoungdong	21.0
seoungbuk	61.0
songpa	55.0
yanyunchun	45.0
youngdeongpo	29.0
youngsan	22.0
eunpyung	37.0
jongro	24.0
jung	16.0
jungrang	32.0
dtype: float64	

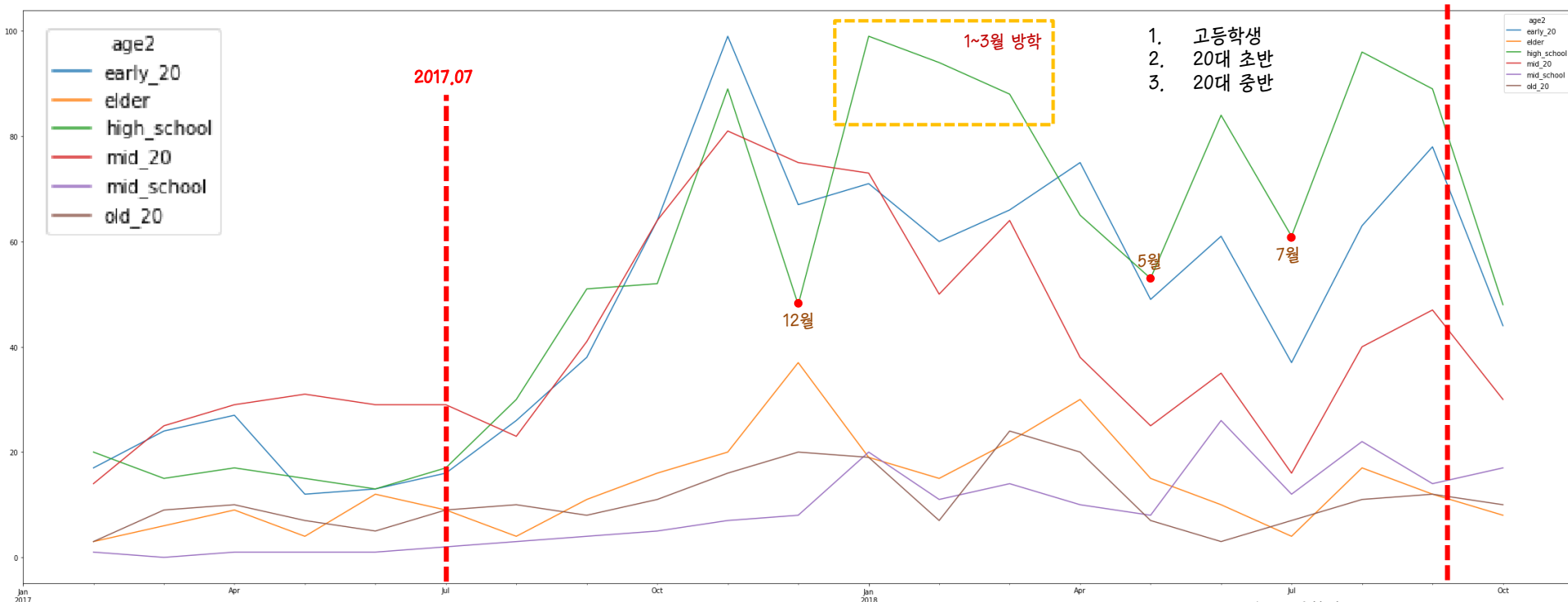
Real Payment

age & sex



3.5 Real Payment : age & sex

연령 별 구매자 수 분석

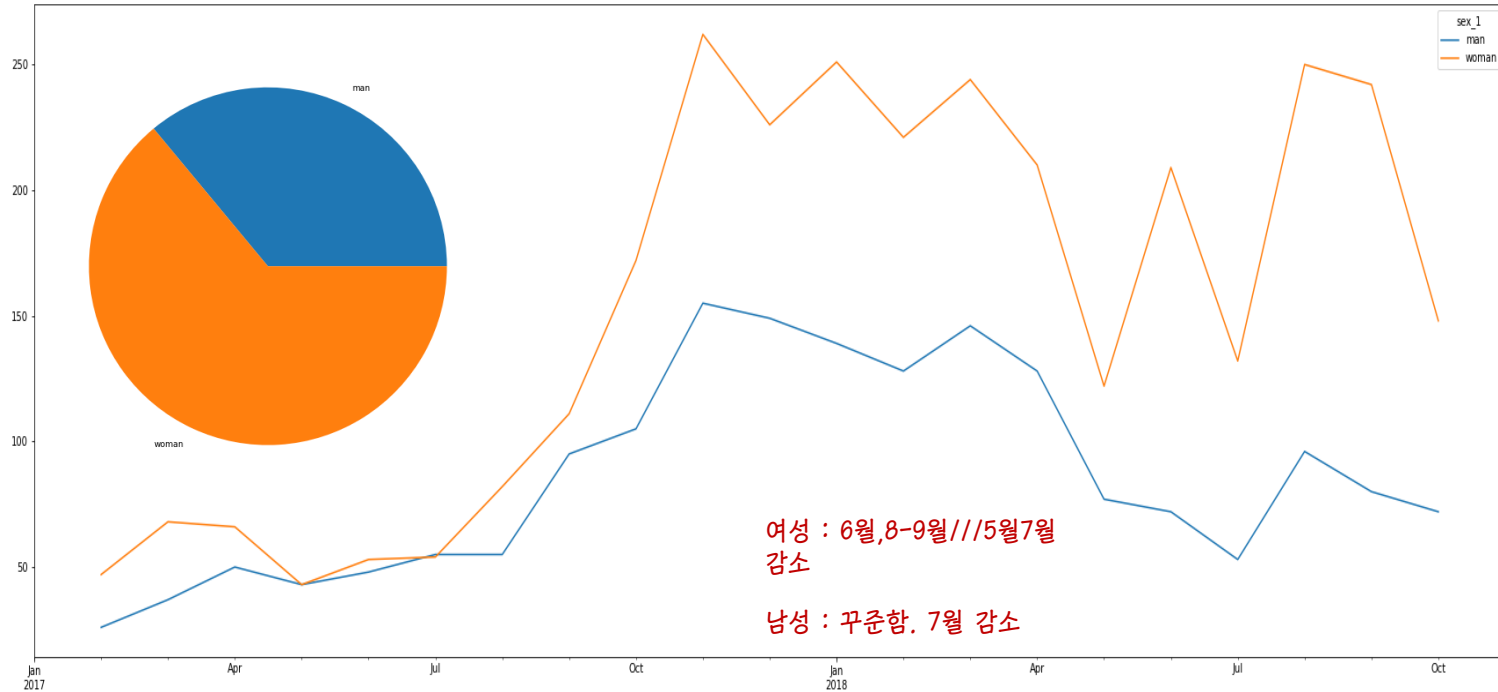


- 1) 감소하는 20대 중반(4월부터)
- 2) 고등학생: 방학때 증가
- 3) 20대 초반&중반의 추이 비슷
:11월, 3~4월, 9월 : (개강 시즌?)

- 1) 고등학생:
11월, 1,2,3월, 6월, 8월
- 2) 20대 초반
11월, 1월, 3~4월, 6월, 8~9월
- 3) 20대 중반
11월, 1월, 3월, 6월, 8~9월

3.5 Real Payment : age & sex

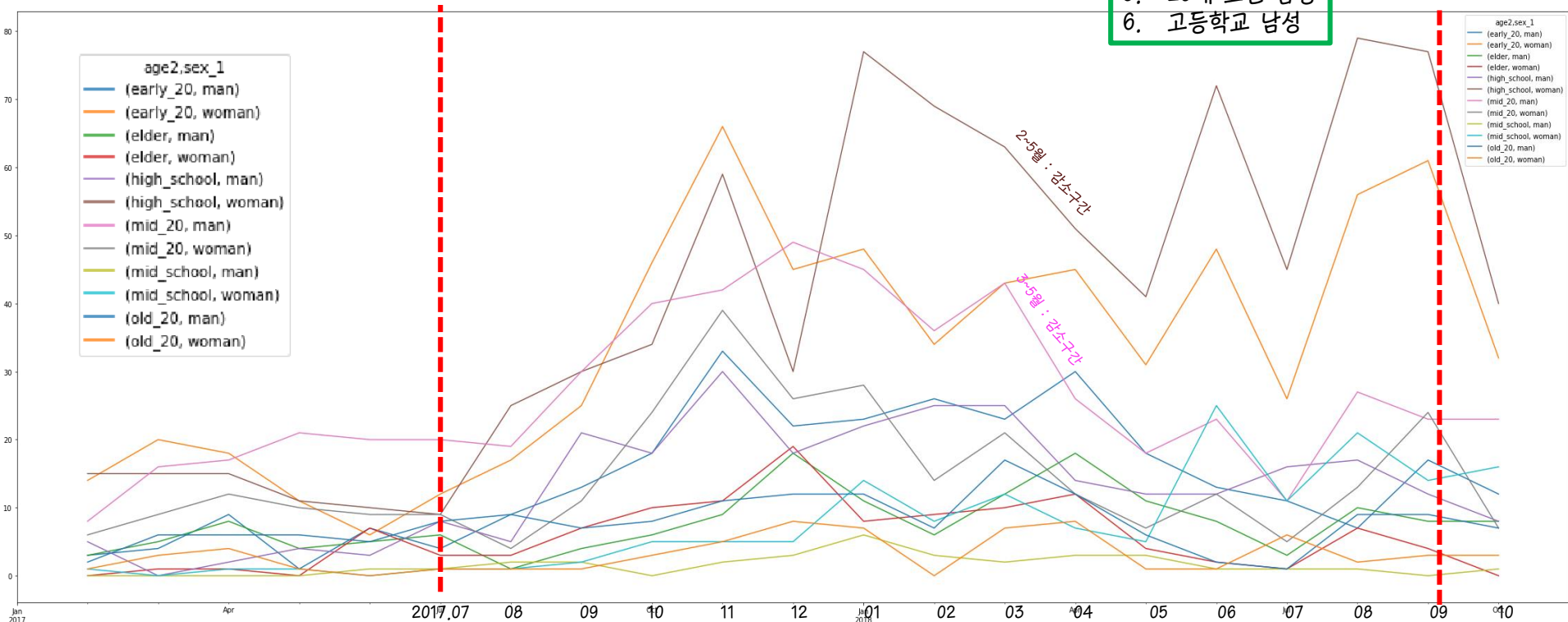
성 별 구매자 수 분석



3.5 Real Payment : age & sex

연령 별 성 별 구매자 수 분석

1. 고등학생 여성
2. 20대 초반 여성
3. 20대 중반 남성
4. 20대 중반 여성
5. 20대 초반 남성
6. 고등학교 남성



설문 조사



Q1. 가장 많이 사용하는 결제 수단?

카드(4) : 가장 빠르고 편리하게 이용할 수 있다.

계좌이체(1) : 카드 비밀번호 모름...

Q2. 새로운 쇼핑물 찾는 방법?

좋아하는 스타일의 연예인 옷 서치

SNS 광고

스타일 쉐어 해시태그(#데일리룩, #후리스추천 ...)

Q3. 옷 스타일에 대한 정보를 어디서 얻는가?

좋아하는 연예인, 스웨, 지그재그

Q4. 가장 많이 사용하는 SNS?

페이스북, 인스타그램

Q5. 쇼핑시 비회원으로 구매? 혹은 회원가입?

가입 : 송장번호 확인하기 위해, 적립금