

theLook eCommerce Data Analysis

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“SQL and Python Navigation
for Data Analysts”
Batch 4**

theLook is a global eCommerce platform specializing in fashion and lifestyle products. It offers a wide range of products, including clothing, footwear, accessories, and beauty items for men, women, and children. theLook focuses on providing a seamless online shopping experience, catering to fashion-conscious consumers looking for the latest trends at affordable prices.

For the past six years, from 2019 to 2024, theLook eCommerce has expanded into more than 15 countries, offering hundreds of products. The company is eager to assess its business growth and development.

Therefore, as a data analyst at theLook eCommerce, my role is to help the company understand and evaluate its business progress by providing insights based on data analysis, identifying trends, and offering strategic recommendations for future growth.

Business Overview

Data Understanding

This project was carried out using 4 kinds of tables in theLook eCommerce dataset that available in the BigQuery Public Data warehouse.

- **Users table:** Stores information about users, such as user ID, name, email, and other relevant user data.
- **Orders table:** Contains details about orders, including order ID, user ID (to link the order to the user), order date, and status.
- **Order_items table:** Breaks down each order into individual items, including fields like order ID (to link it to the order), product ID, quantity, and price.
- **Products table:** Lists all available products, including product ID, name, description, price, and stock levels.

Overall Performance

Total Revenue



\$ 36,929,064.9

Total Customers



100,000

Total Orders



125,056

Total Lost Orders



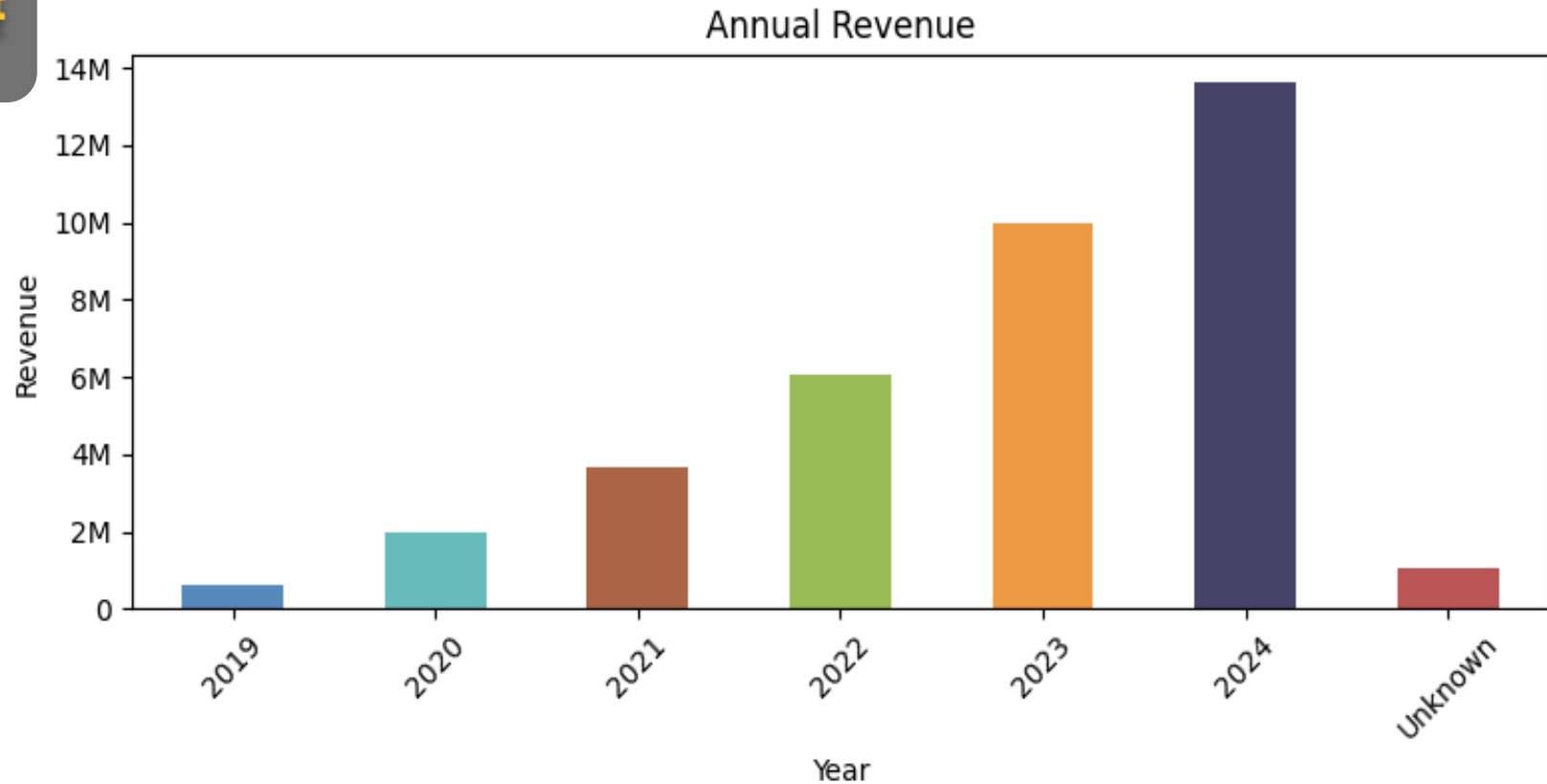
31,337

Annual Revenue

1. Steady Growth: theLook eCommerce shows a clear upward trend in revenue from 2019 to 2024. Starting from about 590,099 in 2019, revenue has grown each year, reaching 13.6 million by 2024.

2. Significant Jumps in Revenue:

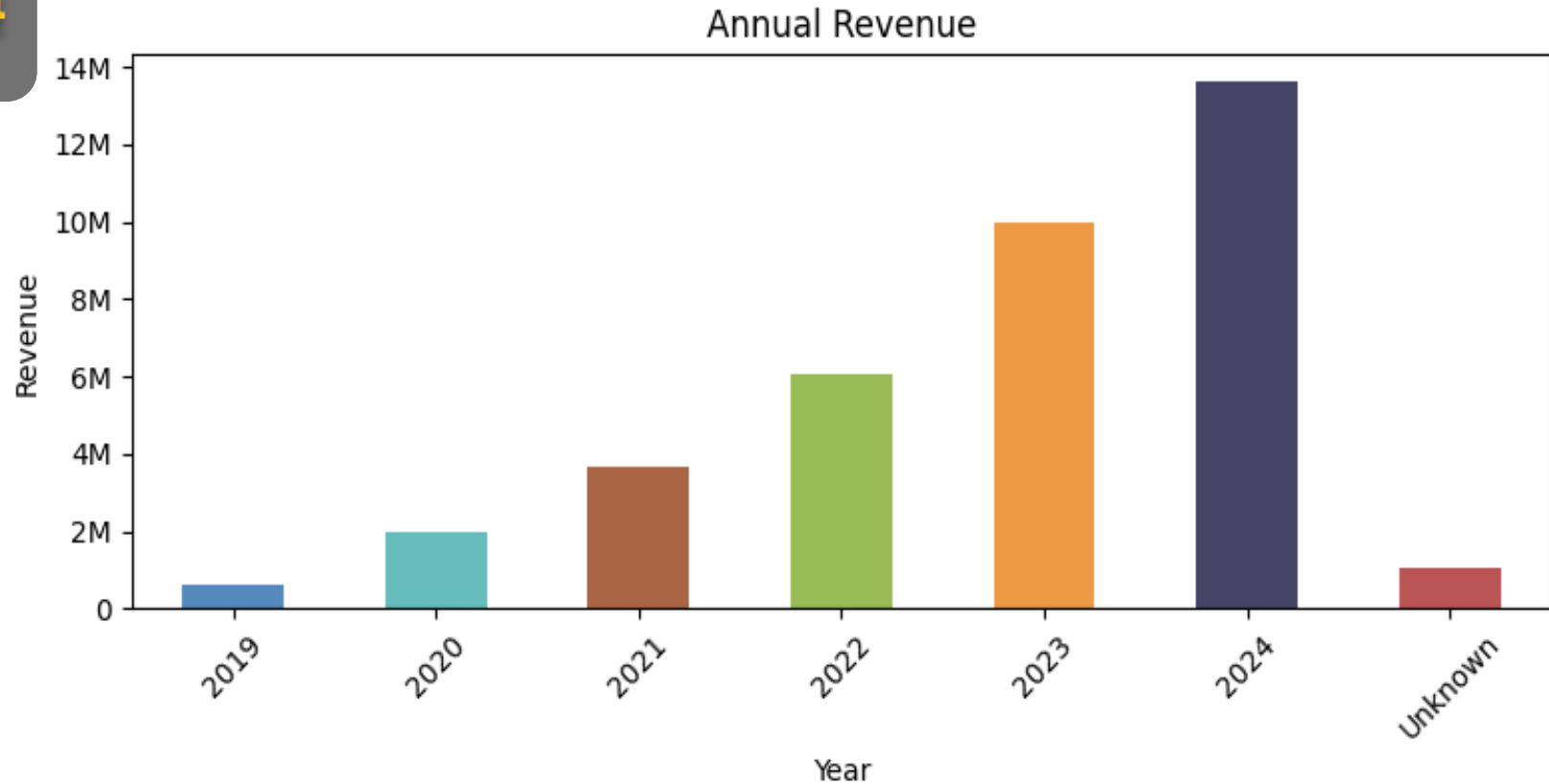
- 2019 to 2020, with an increase of about 233% (from 590k to 1.97M).
- 2023 to 2024, where revenue jumped from 9.99M to 13.6M, a 36% increase.



3. Unknown Revenue Source: There is 1.03M attributed to "Unknown" in the year column, indicating either incomplete data or unclassified transactions. This is a significant amount, and further investigation into its source or reclassification could help clarify the trend.

4. Exponential Growth: From 2019 to 2024, the company's revenue has multiplied by over 23 times, indicating a very successful expansion or growth strategy during this period.

Annual Revenue



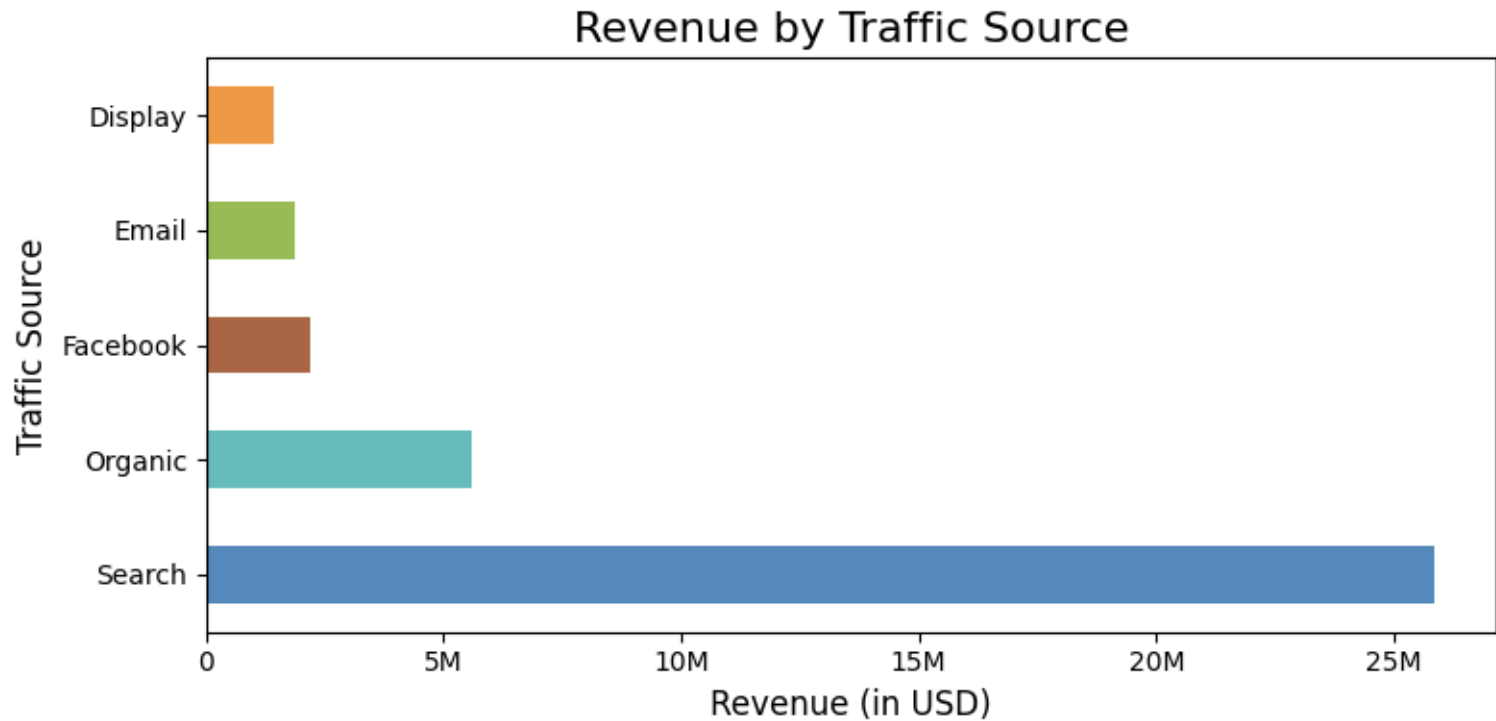
Overall, theLook eCommerce has demonstrated rapid growth, with particularly strong revenue increases in 2023 and 2024. However, attention should be given to the "Unknown" category, as it represents over 1 million in revenue.

Revenue by Traffic Source

1. Search Dominates Revenue Generation:

The "Search" traffic source contributes the most revenue, with 25.85 million, significantly higher than the other channels. This suggests that search engine marketing (e.g., Google Ads or SEO) is a key driver of sales for theLook Ecommerce.

2. Organic and Paid Channels: After "Search", "Organic" traffic generates 5.59 million in revenue, indicating a strong presence from organic, non-paid sources such as search engine results or direct visits. It's notable that this source brings in more revenue than paid channels like Facebook or Email, underscoring the importance of maintaining strong SEO and brand loyalty.

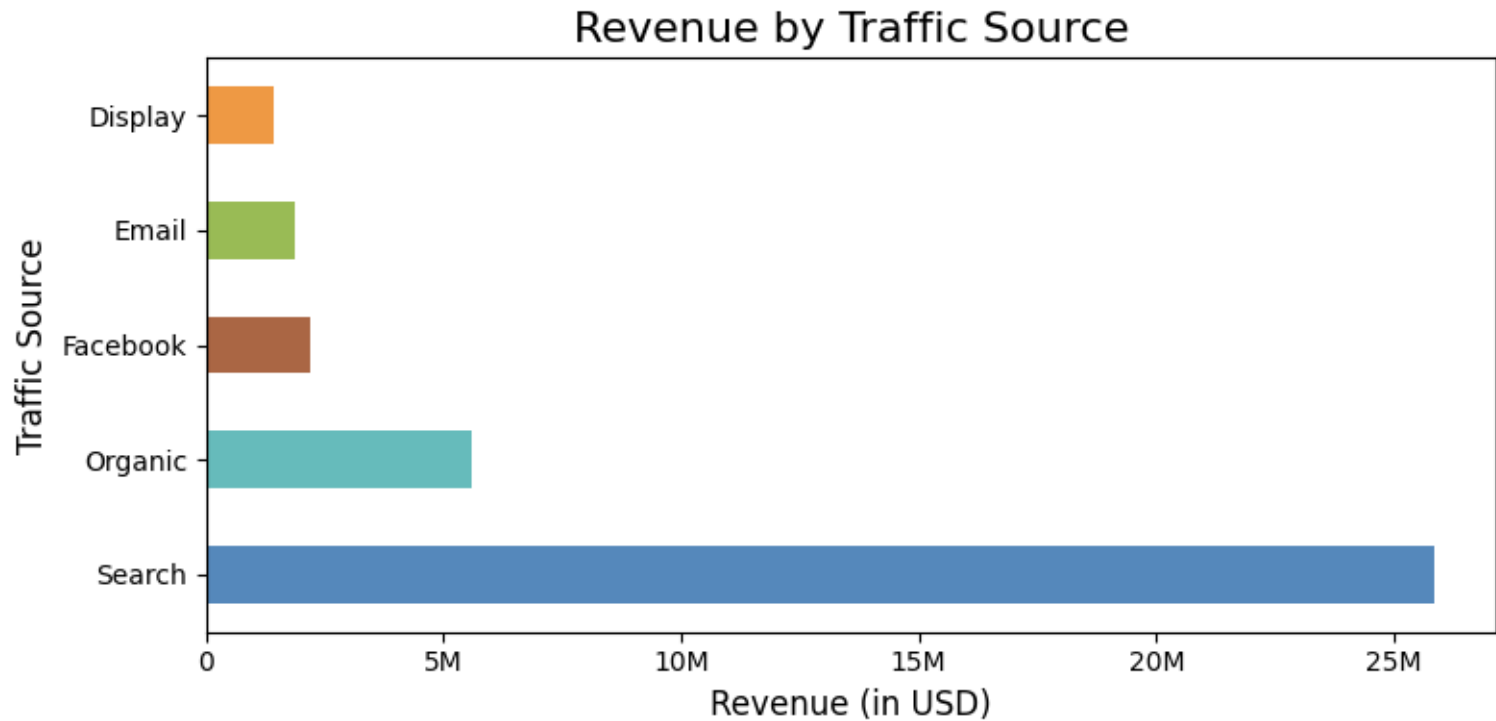


3. Social Media Channels: "Facebook" contributes 2.17 million, which is substantial, but lower than organic and search. This shows that while social media is valuable for revenue, it is not as powerful as search-driven methods for this business.

Revenue by Traffic Source

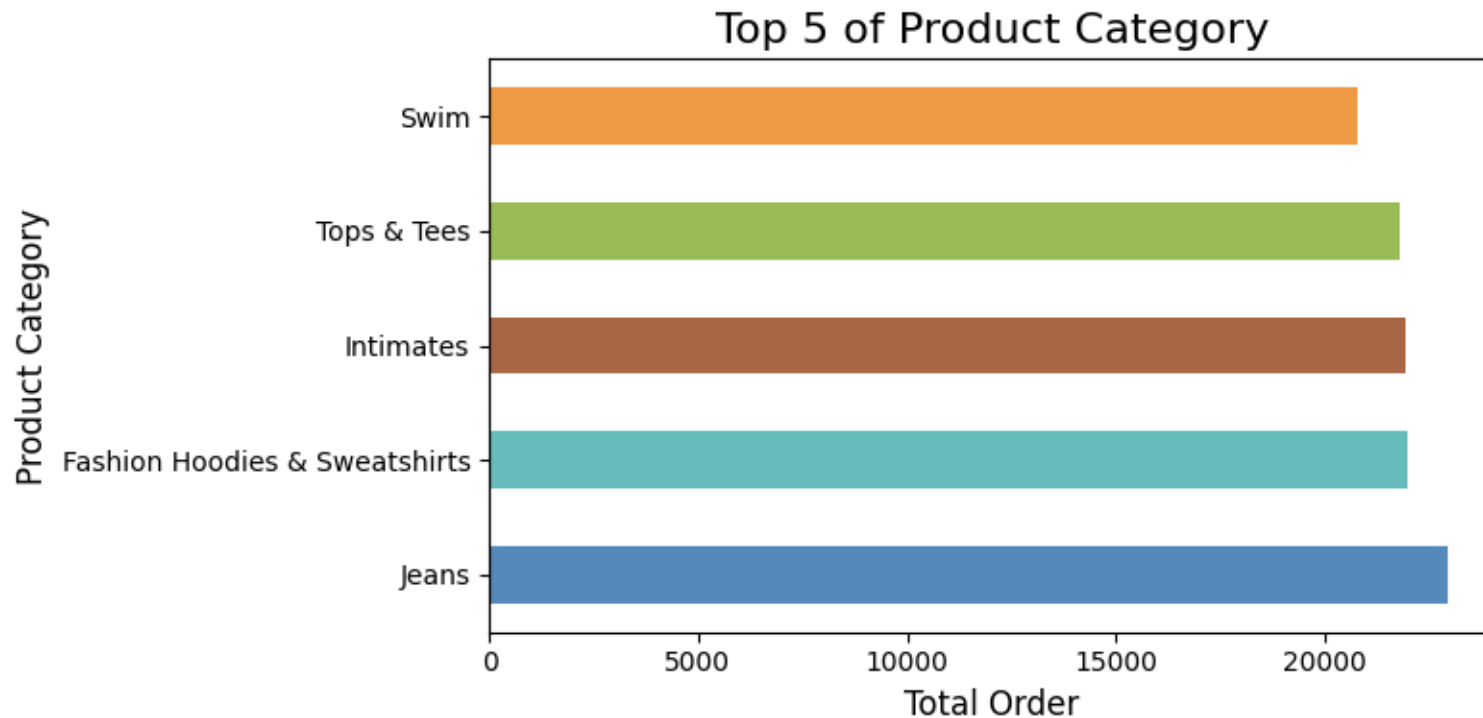
4. Email and Display Ads Have Lower Impact:

"Email" marketing brings in 1.88 million, while "Display" ads (likely banner ads or remarketing campaigns) bring in the lowest, at 1.43 million. These channels may need to be optimized or scaled for better returns or potentially integrated into multi-channel strategies to enhance their impact.



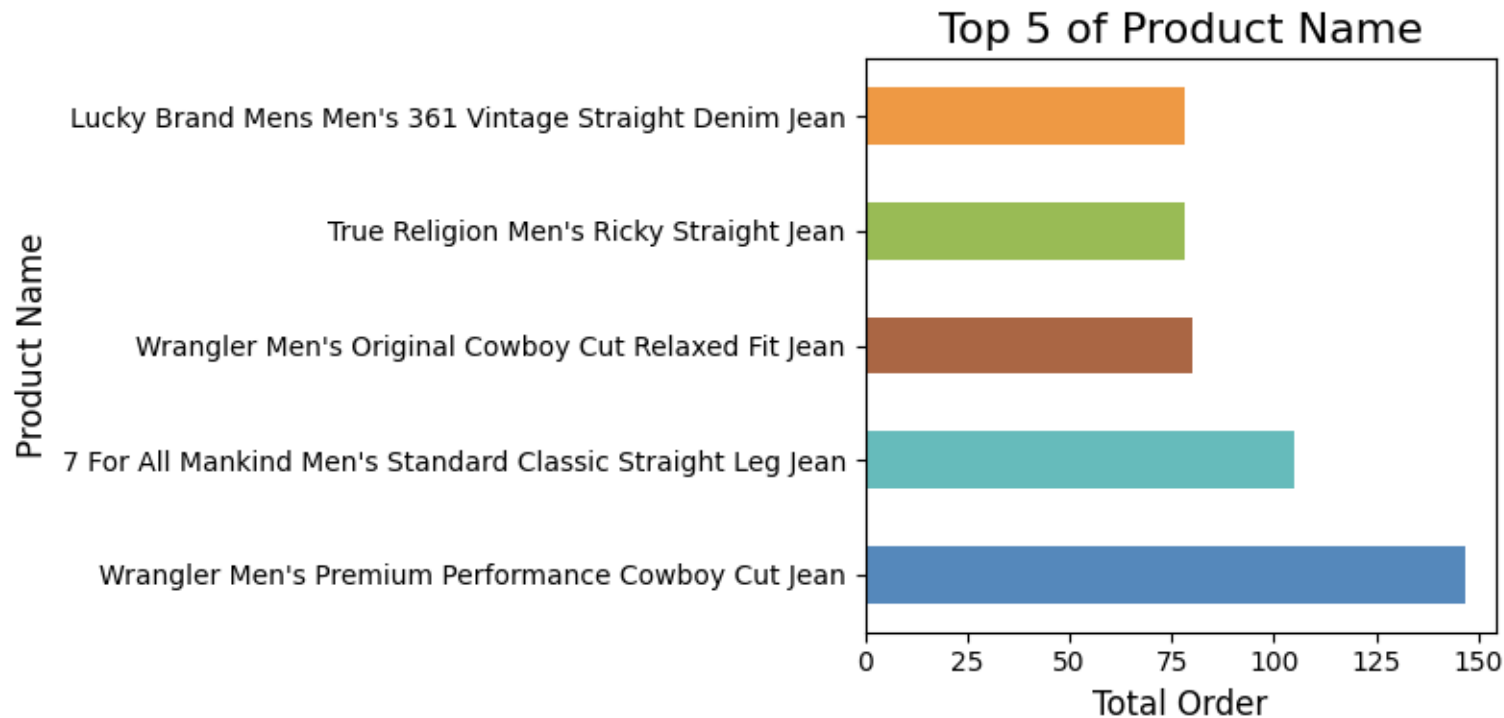
The data suggests that **Search** and **Organic** traffic should remain the focus, while there is potential to experiment with improving performance in lower-performing channels like **Email** and **Display**.

Top 5 Product Category



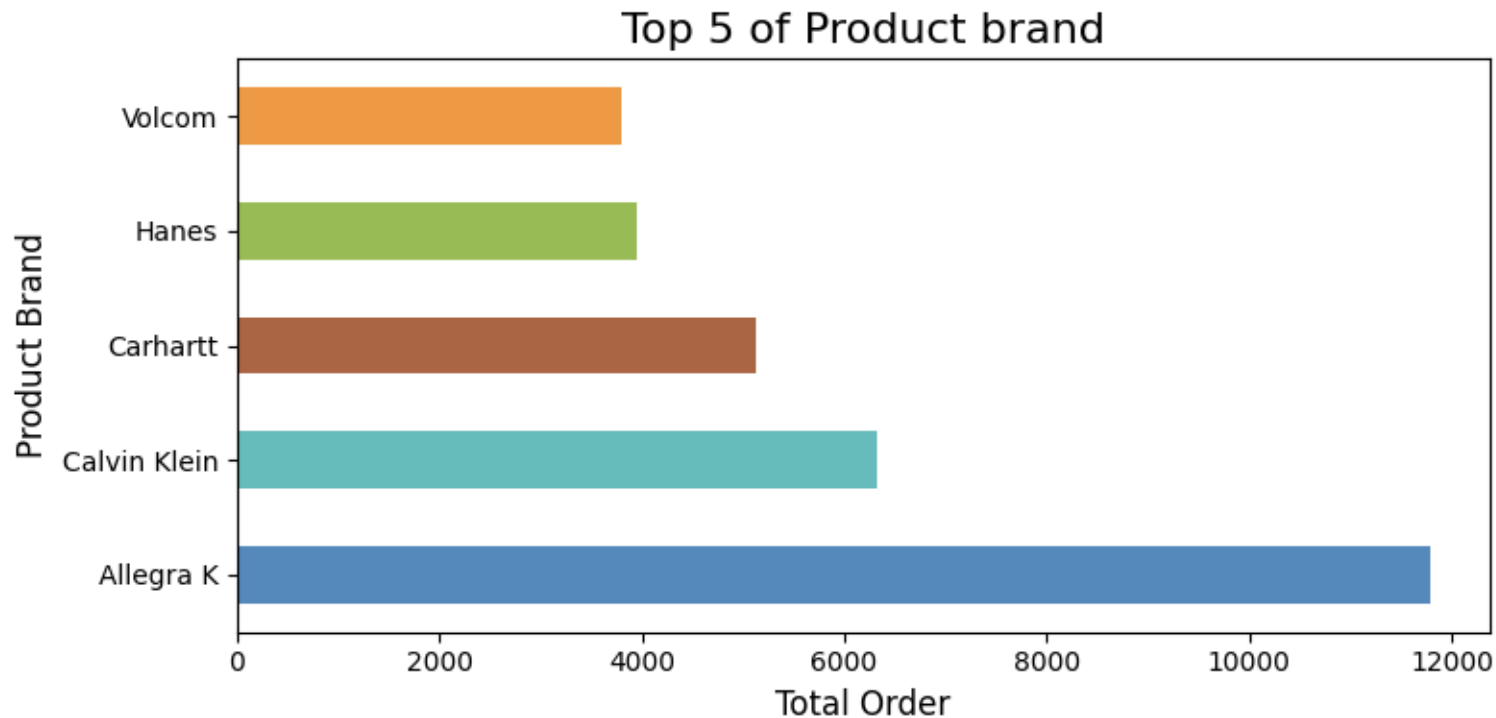
This data suggests that **casual wear** (e.g., jeans, hoodies, and tees) dominates customer preferences, with steady demand for **intimates** and **swimwear** rounding out of the top 5.

Top 5 Product Name



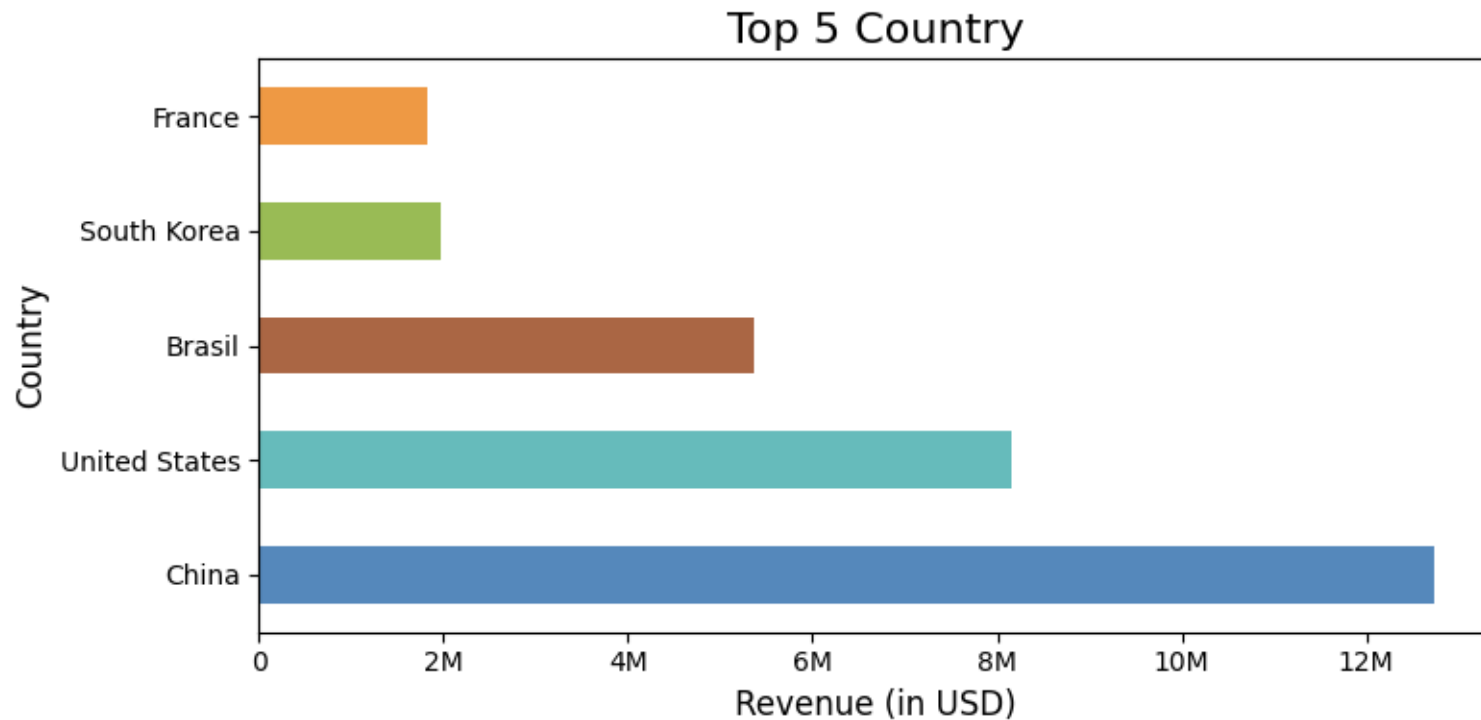
This indicates that **denim** is a **key product** category for the platform, with both affordable and premium brands in demand, especially among customers who prioritize quality and style.

Top 5 Product Brand



Overall, **Allegra K** leads by a **large margin**, but premium and practical brands like Calvin Klein, Carhartt, Hanes, and Volcom also play significant roles, demonstrating a diverse range of customer preferences.

Top 5 Country



The data highlights that **China** and the **United States** are the company's strongest markets, while there is notable traction in emerging markets like **Brasil**.

Recommendation

1. Prioritize Search and Organic Traffic Channels

Focus on Search Engine Optimization (SEO): Since search traffic generates the highest revenue (\$25.85 million), continuing to invest in SEO is crucial. Enhancing website content, improving product discoverability, and maintaining a strong search engine presence should be key priorities.

Expand Search Engine Marketing (SEM): Given the success of search traffic, doubling down on paid search campaigns (Google Ads, Bing Ads, etc.) could further boost revenue. A/B testing different ad strategies and keywords will help optimize ROI.

Maintain Organic Traffic Performance: Organic traffic (generating \$5.59 million) is another significant contributor, so enhancing content marketing strategies (e.g., blogs, social media, influencer marketing) and building backlinks will strengthen brand authority and improve organic reach.

Recommendation

2. Optimize and Expand Email and Display Advertising

Revamp Email Marketing Strategy: Email marketing, while generating \$1.88 million, has room for improvement. Personalizing email campaigns, offering exclusive deals, and utilizing automation (e.g., abandoned cart recovery) could increase engagement and conversions.

Enhance Display Ad Performance: Display ads bring in the lowest revenue (\$1.43 million), indicating a need for optimization. Targeting specific audiences, testing new ad formats (e.g., video ads), and improving retargeting efforts could enhance effectiveness.

Recommendation

3. Leverage Social Media for Greater Engagement

Increase Social Media Ad Spend on Facebook: Facebook generates \$2.17 million in revenue, showing it is a valuable channel. Consider experimenting with Instagram and Facebook Shops for direct selling and increasing engagement with interactive ads (e.g., Stories and Reels).

Expand to Other Social Media Platforms: Explore other social media channels like TikTok or Pinterest to tap into new customer segments, especially for fashion and lifestyle products.

Recommendation

4. Diversify and Boost Product Line Offerings

Capitalize on Denim and Casual Wear Categories: With "Jeans" (22,952 orders), "Hoodies & Sweatshirts" (21,983 orders), and "Tops & Tees" (21,815 orders) being the top-selling categories, consider expanding these product lines. Introduce new designs, styles, or collaborations with popular brands to maintain customer interest.

Promote Premium Denim Brands: Premium denim brands like 7 For All Mankind and True Religion are in demand, highlighting an opportunity to market high-end products. Consider exclusive promotions for luxury products to attract fashion-conscious buyers.

Seasonal and Regional Promotions for Swimwear: Swimwear ranks highly with 20,771 orders, making it a potential product to promote in summer or in markets with warm climates year-round. Regional campaigns targeting areas with consistent beach culture could boost sales.

Recommendation

5. Focus on Brand Diversification and Strength

Promote Top Brands (e.g., Allegra K, Calvin Klein, Carhartt): Allegra K leads with 11,796 orders, followed by Calvin Klein and Carhartt. Highlight these brands in marketing campaigns and offer special discounts or bundles to encourage customer loyalty.

Expand the Offering for Popular Brands: Given the consistent performance of brands like Wrangler, Hanes, and Volcom, there's potential to expand their product lines or collaborate with these brands to launch exclusive collections.

Recommendation

6. Strengthen International Expansion

Increase Focus on Key Markets (China, U.S., Brazil): Since China (\$12.74M) and the U.S. (\$8.16M) are the highest revenue-generating countries, theLook should prioritize localizing its marketing strategies for these regions. For Brazil (\$5.36M), emerging market strategies like localized advertising and partnerships with regional influencers could drive further growth.

Explore Growth in South Korea and France: With South Korea (\$1.96M) and France (\$1.82M) contributing smaller but notable revenues, investing in targeted marketing strategies for these countries could unlock additional potential.

Recommendation

7. Address the "Unknown" Revenue Source

Investigate and Reclassify "Unknown" Revenue: The \$1.03 million attributed to an "Unknown" category needs clarification. Conduct an internal audit to determine the origin of this revenue and ensure proper classification. This could reveal untapped revenue streams or data gaps.

Recommendation

8. Consider New Marketing Channels and Partnerships

Explore Cross-Selling Opportunities: Given the diversity of product categories, there's an opportunity to implement cross-selling strategies. For example, pairing jeans with tops or swimwear with casual wear in marketing emails and product suggestions could increase average order value.

Introduce Loyalty Programs: Reward repeat customers through a points-based loyalty program. Since casual wear and premium denim are popular, loyalty incentives for frequently purchased items will encourage repeat purchases.

Recommendation

9. Adapt to Shifts in Consumer Preferences

Focus on Casual Fashion Trends: Casual, comfortable wear like hoodies, sweatshirts, and jeans is a consistent favorite. Keep an eye on market trends (e.g., athleisure or sustainable fashion) to introduce products that align with these preferences.

Sustainability and Ethical Sourcing: With growing consumer interest in sustainability, consider introducing eco-friendly product lines or partnering with sustainable brands to tap into the conscious consumer market.

Recommendation

10. Data-Driven Decision Making

Regularly Review Revenue Trends by Channel and Region: Continuously track and analyze the performance of traffic channels, product categories, and regional sales to adjust marketing strategies and investments in real-time.

Thank you

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