# Proposal for Project: E-Commerce Furniture Dataset

By: Saurav Purkayastha

1. Introduction:

The proposed project focuses on training and testing of the datasets and then identifying the strength of the model. The dataset considered comprises 2,000 entries scraped from AliExpress, detailing a variety of furniture products. It captures key sales metrics and product details, offering a snapshot of consumer purchasing patterns and market trends in the online furniture retail space. Hence, this project focuses on the delivery of significant data visualization for the trends observed in the ratings and consumption of content in this large online platform. By taking care of all the rules and guidelines, and the documented instructions delivered, this project has been successfully carried out for the production of valuable insight.

2. Targeted beneficiaries

* Marketing teams: Marketing teams can receive large benefits from the data visualization especially while performing audience segmentation for the company.
* The Product teams: This team will benefit from the information for the identification of pain points which must be considered in product purchase operations.
* Investors: As significant stakeholders, they will benefit from the analysis and visualization. This is because of the ability they will gain in terms of identifying patterns of product purchase. Greater identification of patterns will allow them to take critical pricing decisions effectively.

3. Resources used

Data source: The primary data source that will be used in this case is the “ecommerce\_furniture\_dataset\_2024.csv” dataset. This dataset contains categories such as the Product types, the original prices, the new price rates, number of items sold and shipping-based information.

Other sources: Cleaning of data and removal of duplicate data will take place through the use of Google Colab software. This software has further allowed the delivery of visual data as well.

4. Intended goals

* To understand the range of products generally presented to the customers.
* To understand the range within which maximum prices belong.
* To have an idea about the relationship between the price of the products and the number of products sold.
* To understand the amount to which shipping are applied or removed when the products are purchased.

5. Conclusion

The examination of furniture data has yielded important information. The amount of free shipping available for different products presented to customers as part of the service is significantly high in comparison to other perimeters such as shipping which charges included. In A positively skewed graph of prices for the products we can observe maximum frequency within the range of 0 to 200 rupees. We have found that maximum density lies in the 0 to 200 range considering price in the x-axis and between 0 and 2000 in the y-axis representing number of items sold. This result was created after making a scatter plot of both these items.