

Hackathon 3 Day1 :Planning or Drafting

HACKATHON -3 Day 1

Notes and imp points

* business jargon?

- ① marketplace type?
- ② business goals
- ③ initial ideas

Feature of E-commerce

- ① Product Catalog : Display product with
 - * Description
 - * Images
 - * Prices
 - * Stock availability
- ② Order Fulfillment
 - From placement → delivery
- ③ Customer Management
 - * Tracks user data

July 20	August 20	September 20	October 20	November 20	December 20
MTWTFSS	MTWTFSS	MTWTFSS	MTWTFSS	MTWTFSS	MTWTFSS
1 2 3 4 5	31	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5 6 7 8	1 2 3 4 5 6
6 7 8 9 10 11 12	1 2 3 4 5 6 7	6 7 8 9 10 11 12 13	6 7 8 9 10 11	9 10 11 12 13 14 15	7 8 9 10 11 12 13
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18	16 17 18 19 20 21 22	14 15 16 17 18 19 20
20 21 22 23 24 25 26	17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25	23 24 25 26 27 28 29	21 22 23 24 25 26 27
27 28 29 30 31	24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31		28 29 30 31

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26 Monday

8:00 am * order history

8:30 * Preferences

9:00
① Shipment & Tracking with
Timsly delivery → logistic

10:30
② Payment Systems :-

11:30 * Secure transactions → Payment
gateway
(PayPal, Stripe)

12:00
Reason for E-commerce
Marketplace :-

2:00
① Scalability :- Scale your business → global
audience.

3:00
② Convenience :- Give facilities.

4:30
③ Profitability :- Increase ways to enhance
profit by giving direct sales & discount

* Services

The only person who is educated is the one who has learned how to learn and change. - Carl Rogers

January 20	February 20	March 20	April 20	May 20	June 20
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5	1 2 3 4 5 6	1 2 3 4 5 6 7	1 2 3 4 5	1 2 3 4 5 6	1 2 3 4 5 6
6 7 8 9 10 11 12	7 8 9 10 11 12 13	8 9 10 11 12 13 14	6 7 8 9 10 11 12	7 8 9 10 11 12 13	8 9 10 11 12 13 14
			13 14 15 16 17 18 19	14 15 16 17 18 19 20	15 16 17 18 19 20 21

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Tuesday 27

2020 WEEK 43

8:00 am

Focus point during Hackathon is

8:30

① Product catalogs

9:00

9:30

② Customer acquisition cost

10:00

10:30

③ analyze conversion

11:00

Imp terms for marketplace is

11:30

① SKU (stock keeping unit) → inventory track

Noon

12:30

② Order Fulfillment

1:00

1:30

③ Delivery SLA (Service Level Agreement) → commitment of delivery at given time

2:00

2:30

④ Churn Rate is Discontinue use of customer

3:00

⑤ Inventory Turnover is Speed of product selling and restocking

4:30

⑥ LTV is earning by customer relationship (Life time value)

5:00

5:30

⑦

Nothing is more expensive than a missed opportunity - H. Jackson Brown Jr.

August 20	September 20	October 20	November 20	December 20
MTWTFSS	MTWTFSS	MTWTFSS	MTWTFSS	MTWTFSS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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28 Wednesday

2020

WEEK 44 2020

① Dynamic Pricing \Rightarrow Prices due to availability demands, competition

② Customer Acquisition Cost \Rightarrow CCAC

③ Net Promoter Score (NPS) \Rightarrow A metric through which customer loyalty check

④ Cart Abandonment Rate \Rightarrow % of customers add items but complete purchase.

⑤ Gross Merchandise Value (GMV) \Rightarrow The total sale value of merchandise sold through a marketplace

⑥ Average Order Value

⑦ Retention Rate \Rightarrow Retain customer

⑧ Bounce Rate \Rightarrow who left website without purchasing

⑨ Upselling \Rightarrow tricks by which customer purchase higher

⑩ Conversion Rate \Rightarrow % of visitors who purchase

Some people drink from the fountain of knowledge, others just gargle. - Robert Anthony

January 20	February 20	March 20	April 20	May 20	June 20
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

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30 Friday

Hackathon 3 :- Day 1

Step 1 :-

Choose your marketplace Type.

Ans. General E-commerce

Step 2 :-

Business goals :-

a: Problem solve :- It solve all our academic issues.

b: My target audience :-
Purchasers, Parents, students and teachers.

c :- market place set apart.

Focus services for life time value, according to their pace and best retention rate. Giving bundles and discount opportunity.

Dreams, if they're any good, are always a little bit crazy. - Ray Charles

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M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5	1 2 3 4 5 6	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6	1 2 3 4 5 6
8 9 10 11 12 13	7 8 9 10 11 12 13	8 9 10 11 12 13 14	8 9 10 11 12 13 14	7 8 9 10 11 12	7 8 9 10 11 12
14 15 16 17 18 19	14 15 16 17 18 19	15 16 17 18 19 20	15 16 17 18 19 20	13 14 15 16 17 18	13 14 15 16 17 18
20 21 22 23 24 25	20 21 22 23 24 25	21 22 23 24 25 26	21 22 23 24 25 26	19 20 21 22 23 24	19 20 21 22 23 24

2020

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Saturday 31

Schema

[Services]

or

[Product]

ID

ID

Course Name

Name

Course Price

Product price

Types of courses

[~~Customers~~ / Students]

Parents / Teachers]

User ID

Name

Contact info

[Orders]

Orders ID

Product ID

Customer ID

Quantity

Status

Order time - Date

Payment method

[Delivery zone]

zone name

Customer name

Delivery date

Tracking ID