

Women's E-commerce Reviews

Sumaya Sheikh | MBA 7660

- 1 | Problem Statement
- 2 | Evaluation of Criteria
- 3 | Alternative Solutions
- 4 | Recommendations
- 5 | Conclusion

Problem Statement



Who are the primary customers?

What are the pain points/areas requiring improvement in the online store that, when addressed, have the potential to increase the store's rating?

Evaluation Criteria



Identifying reviews by age



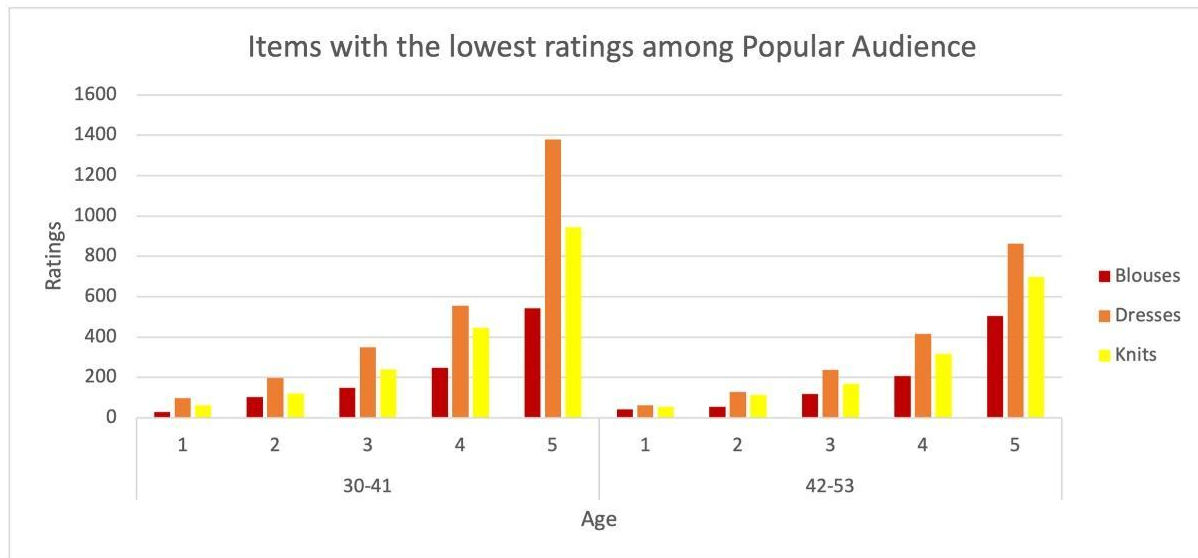
Identifying the IND by Age



Identifying items reviews with the lowest rating by Age

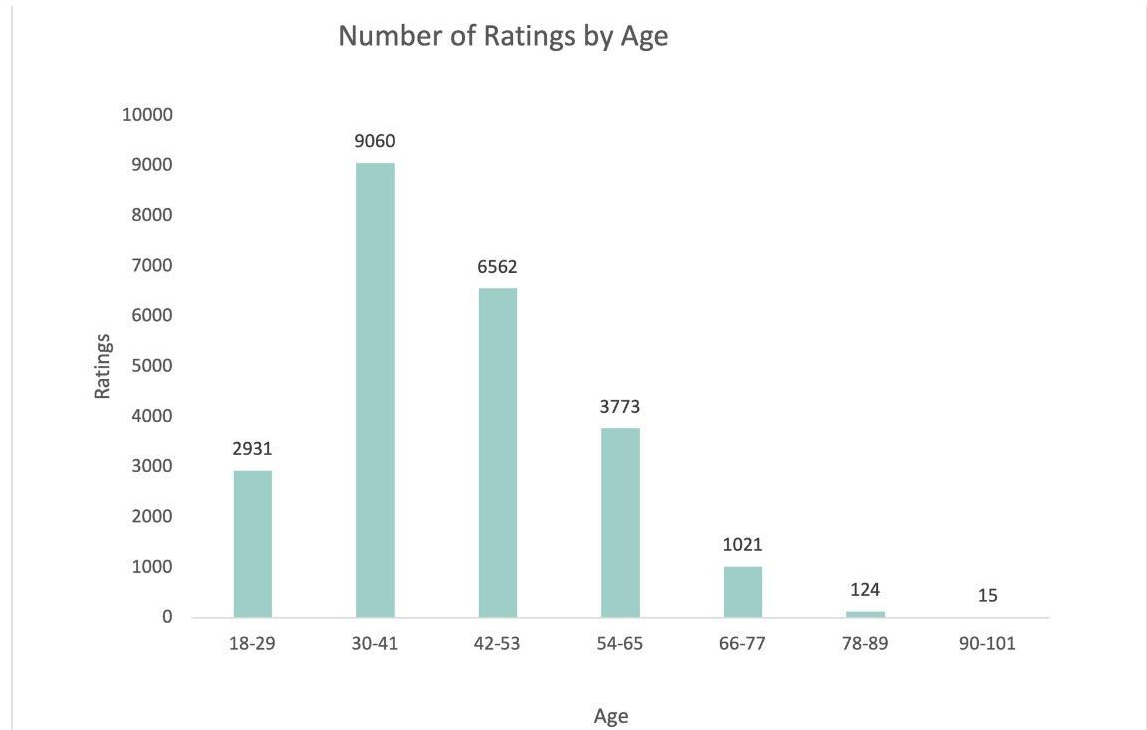
Alternative Solutions

Items with the lowest ratings by Age



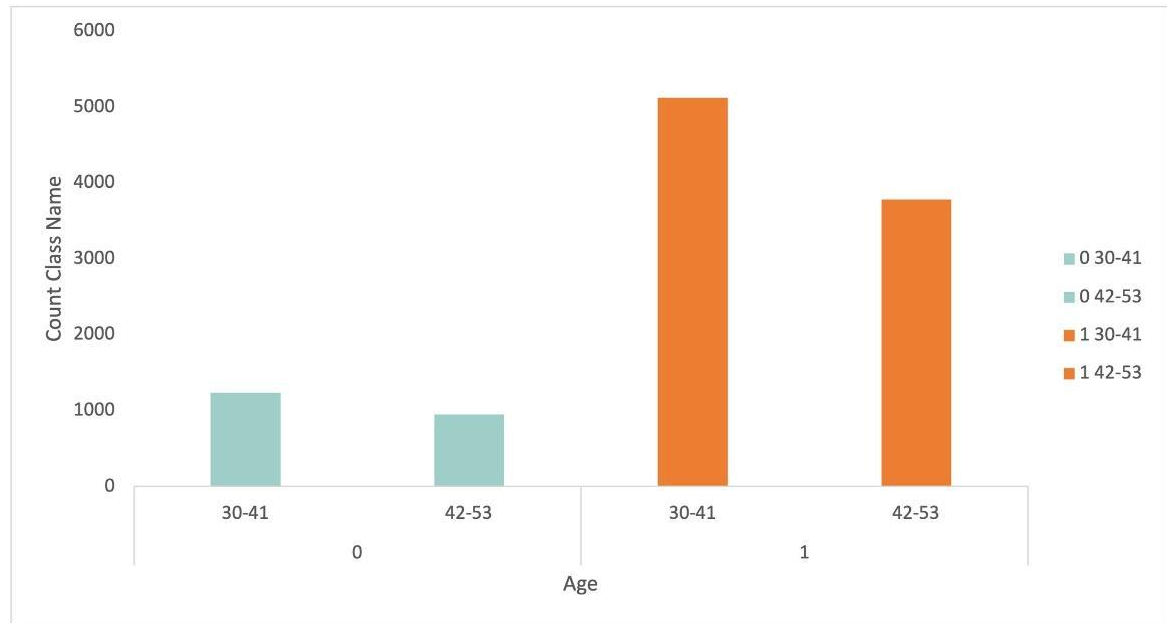
ALTERNATIVE SOLUTIONS

Ratings by Age



ALTERNATIVE SOLUTIONS

IND by Age



ALTERNATIVE SOLUTIONS

Regression Analysis:
Age by Ratings

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.01797237							
R Square	0.00032301							
Adjusted R Square	0.00028044							
Standard Error	203.270471							
Observations	23486							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	313524.803	313524.803	7.58792999	0.00588056			
Residual	23484	970332684	41318.8845					
Total	23485	970646209						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 96.0%	Upper 96.0%
Intercept	905.265027	4.85107988	186.611033	0	895.756595	914.773459	895.301574	915.22848
X Variable 1	0.29754896	0.10801816	2.75461975	0.00588056	0.08582634	0.50927159	0.07569446	0.51940347

SMALL SHORTENING
TIGHT CASUAL MAD BUST TOO BACK
WAITING AWKWARD HIPS
SCRATCHY BIGSAD SLEEVES SWEATER
CHEAPLY TOO BAD DRESS FIT THREE
TIGHT ITCHY
SHOULDERS LEAST
FIT BUST
WEIRD IS LIKE DRESS
WILL RETURN LOOK
CASUALS ONE TWO THING YIKES
WEIRD FIT TIGHT
GINTALS MOVED
FEET FAIL
DRESS WEIRD
SMALL SURE SLEEVES EMBROIDERY
STITCHING
DISAPPOINTED
HUGE IS AWKWARD
SAD HUNG

Recommendations

Data Driven Solutions



Improve Sizing



Improve Quality of Clothing



Improve User Experience

Conclusion

Data Driven Solutions



Repeat Purchase Rate



Customer Reviews and Feedback



Social Media and Engagement



Website Analytics

References

- 1 | "20 Effective Ways to Increase Ecommerce Sales in 2022." *The Official Cloudways Blog*, 30 June 2022, www.cloudways.com/blog/increase-ecommerce-sales/.

THANK YOU