



Jeffrey Mvutu Mabilama >

Summer Products and Sales Performance in E-commerce on Wish

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Overview

DESCRIPTION

See top products and hack the reason behind their success. This dataset contains sales performance, unlike many others.

SUMMARY

Summer Products and all related metrics data

Foreword

This user's dataset is a preview of a much bigger dataset, with lots of related data (**product listings** of sellers, **reviews** on listed products, etc...).

My [Telegram bot](#) will answer your queries and allow you to contact me.

Context

Studying top products requires more than just product listings. You also need to know what sells well and what does not.

Content

This dataset contains product listings as well as products **ratings** and **sales performance**, which you would not find in other datasets.

With this, you can finally start to look for correlations and patterns regarding the success of a product and the various components.

Inspiration

About this dataset

SHARED WITH Everyone

CREATED 4 years ago by [@jfreex](#)

SIZE 1.25 MB · [Download](#)

TAGS [products](#), [summer](#), [buyers](#), [bought](#), [buy](#), [sellers](#), [seller](#), [sold](#), [performance](#), [statistics](#), [statistic](#), [business](#), [ecommerce](#), [vacation](#), [holiday](#), [top](#), [best](#), [bestseller](#), [price](#)

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DICTIONARY 4 files, 59 columns, 0 tables · [View](#)

Queries (2)

Best products study
 @jfreex · 4 years ago

Success of active sellers
 @jfreex · 3 years ago

Related projects (2)

[See all](#)



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Inspiration

- How about trying to validate the established idea of human sensitiveness to price drops ? (discounted `price` compared to original `retail_price`)
- You may look for top categories of products so that you know what sells best
- Do bad products sell ? How about the relationship between the quality of a product (ratings) and its success ? Does the price factor into this ?

Collection Methodology

The data comes from the [Wish](#) platform.

You can browse it to get a feel of the type of information you can get from there and how they are presented. This might give you some ideas and a better understanding.

If you are confused about some columns, you can either browse the [Wish website](#) or app, or you can [ask in the comments](#).

The data was scraped in the *french localisation* (hence some non-ascii latin characters such as « é » and « à ») in the `title` column.

Here is an example of an *english* search results page. Remember that the products found in this dataset are those from a *french* search results page.

The screenshot shows a search results page for "summer" on the Wish platform. At the top, there are suggestions for related terms like "summer dresses for women", "pool", "summer clothes for women", "beach", "summer toys", and "summer dress". Below the search bar, there's a section titled "How the products of the dataset come from: products listed in these search results for "summer" during early august 2020". The main area displays several product cards:

- A floral dress with a pink arrow pointing to it labeled "price" column and "retail_price" column.
- A black dress with a pink arrow pointing to it labeled "product_picture" column and "product_picture" column. A note says "The url to this square thumbnail image. Pertinent since it's the first thing a potential buyer sees".
- A striped dress with a pink arrow pointing to it labeled "product_picture" column and "product_picture" column. Another note says "Another (very rare) urgency_text".
- A red dress with a pink arrow pointing to it labeled "units_sold" column and "units_sold" column. A note says "-81% Anti-puncture Anti-smash".

On the left side, there are sections for "Top Features" (Popular, Express, Local, Blitz Buy, Recent, Brands, Categories) and a note "These are sections, not product categories". There's also a note "Suggestions of related search terms. These are *not* categories". The footer includes a note "All rights reserved to Wish.com" and a "Wish" logo.

Related projects (2)

[See all](#)[impulsive buying](#)

Grace · 4 years ago

[product_boco](#)

Eric FOE · last year

Recent updates

[See all](#)

@jelizabeth commented on [What are the columns mean?](#).

last year



@jfreeex deleted search-terms_niches_2021-04_v1.0.zip.

last year



@jfreeex deleted search-terms_popular_2021-04_v1.0.zip.

last year



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Suggestions of related search terms. These are *not* categories

All rights reserved to Wish.com

Top Features

These are sections, not product categories

"units_sold" Turned into "20000" integer instead of the string "20,000+..."

"price" column

"retail_price" column

How the products of the dataset come from: products listed in these search results for "summer" during early august 2020

Search: summer

"product_picture" column

The url to this square thumbnail image. Pertinent since it's the first thing a potential buyer sees

Another (very rare) "urgency_text"

"urgency_text" column. Here english for "Quantité limitée!"

"uses_ad_boosts" column

last year

All in all, we see that the website actually does not have the concept of categories. Rather, it uses tags (keywords/compound keywords) sellers can set. When the keyword is searched for (like "summer"), products related to that tag appear.

Example Business Task

Re-stocking products with the best potential is crucial for shops and businesses around the world.

Through this dataset and task, you are requested to build a model that can help predict how well a product is going to sell.

Such a model has many implications and could be used in many different ways, the most straightforward being to adjust how much of a product should be kept in stock.

This would allow you to better understand e-commerce sales and get you a certain expertise for helping businesses optimize their stocks and sales.



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Inspiration

- How about trying to validate the established idea of human sensitiveness to price drops ?
- You may look for top categories of products so that you know what sells best
- Do bad products sell ? How about the relationship between the quality of a product (ratings) and its success ? Does the price factor into this ?
- Do seller's fame factor into top products ?
- Do the number of tags (making a product more discoverable) factor into the success of a product ?

Expected Submission

What should users submit? Should they solve the task primarily using Notebooks or Datasets? What should the solution contain?

You may solve this task using a notebook.

Evaluation

What makes a good solution?

Your solution should **minimize the risks of**:

- *Buying way too much of a product*
- Ideally, identify products with a higher discount regarding the retail price. Practically, this means identifying products where the seller could increase his profit margin without losing too many buyers. See the concept of [Price Elasticity of the demand](#)
- Lastly. There are always *a lot of product opportunities*, so *missing on a single opportunity is better than buying way too much another product*, since this might cancel out the profits gained elsewhere.

Your model will be evaluated on another similar dataset (same features and columns) to see how well it performs on new other data.

[Further help](#)



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Further help

If you have any question, feel free to reach out through the comments section.

[Show less ▲](#)

4 files

Sort [▼](#)**Computed insight - Success of active sellers.csv**[visualization](#)[clean data](#)

This file is the result of a SQL query of the mai...



#	merchantid	# listedproducts	# totalunitssold	# meanunitssoldperproduct	# rating
1	5357bcf2bb72c5504882e889	2	120000	60000.0	4.2
2	5708773c3c02161b3f8c7900	5	107100	21420.0	3.9
3	5417aada4ad3ab27e954b76c	2	100007	50004.0	4.0
4	570f3a713a698c14278bb51e	1	100000	100000.0	3.8
5	53082ea15aefb07dfe1f2a4f	1	100000	100000.0	4.0

[Showing 1-5 of 958 rows, 13 columns](#) [See all](#)[Switch to column overview](#)**summer-products-with-rating-and-performance_2020-08.csv**



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Summer-related products, as of july 2020. Snapshot...

[View](#)

	#	title	#	title_orig	#	price	#	retail_price	#	currency_bu
1	2020 Summer Vintage Flamingo Print P	2020 Summer Vintage Flamingo Print P	16		14		14		16	EUR
2	SSHOUSE Summer Casual Sleeveless Soir	Women's Casual Summer Sleeveless Sexy	8		22		22		8	EUR
3	2020 Nouvelle Arrivée Femmes Printemp	2020 New Arrival Women Spring and Sum	8		43		43		8	EUR
4	Hot Summer Cool T-shirt pour les femm	Hot Summer Cool T Shirt for Women Fas	8		8		8		8	EUR
5	Femmes Shorts d'été à lacets taille é	Women Summer Shorts Lace Up Elastic W	2.7200		3		3		2.7200	EUR

Showing 1-5 of 1,573 rows, 43 columns [See all](#)[Switch to column overview](#)**unique-categories.csv**[Request more info](#)[View](#)

	tag
1	2 piece dress sets
2	2 Piece Swimsuit
3	2014menshort
4	2014summernshort
5	2018fashion



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#	tag
1	2 piece dress sets
2	2 Piece Swimsuit
3	2014menshort
4	2014summernshort
5	2018fashion

[>Show 1-5 of 2,615 rows, 1 column](#) [See all](#)[Switch to column overview](#)**unique-categories.sorted-by-count.csv**[Request more info](#)[View](#)

#	count	▼	tag
1	1321		Summer
2	1315		Women's Fashion
3	1082		Fashion
4	961		Women
5	905		Casual

[>Show 1-5 of 2,620 rows, 2 columns](#) [See all](#)[Switch to column overview](#)