

CODE ACADEMY BERLIN

E-commerce Presentation

Product Analytics-Marketing for
VS Electronics

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Agenda

Goals

Ecommerce - Business domain knowledge

Ecommerce in Germany

Methods - Webscraping

Data Findings

KPIs

Actionable Insights



Goals

Product Analytics and Marketing
Research for a new online
electronics store

Gathering business domain knowledge and
making a **Competitor Analysis** through
Webscrapping

Market research on the products sold on
Amazon.

Define a pipeline, that can do the same for other
sites.

Explore the competition and develop a go-to
market strategy.



E-Commerce Worldwide

any kind of commercial transaction that is facilitated through the internet.



E-Commerce in Germany

Germany is the 5th largest Ecommerce Market,
Second largest in Europe after UK,
Revenue of 58 Billion USD in 2019,



Top 5 Companies:

Amazon

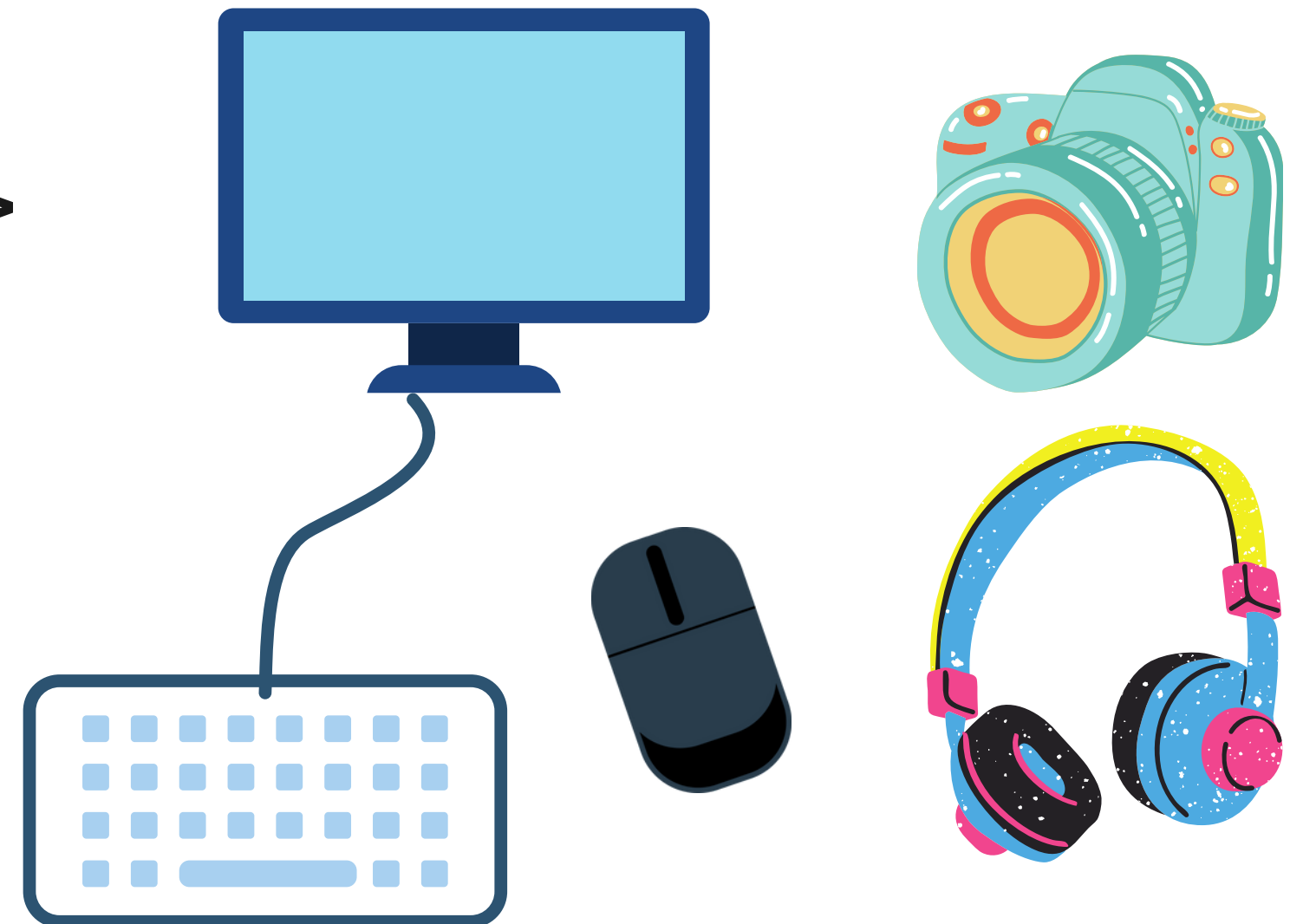
Otto

Zalando

Notebooksbilliger

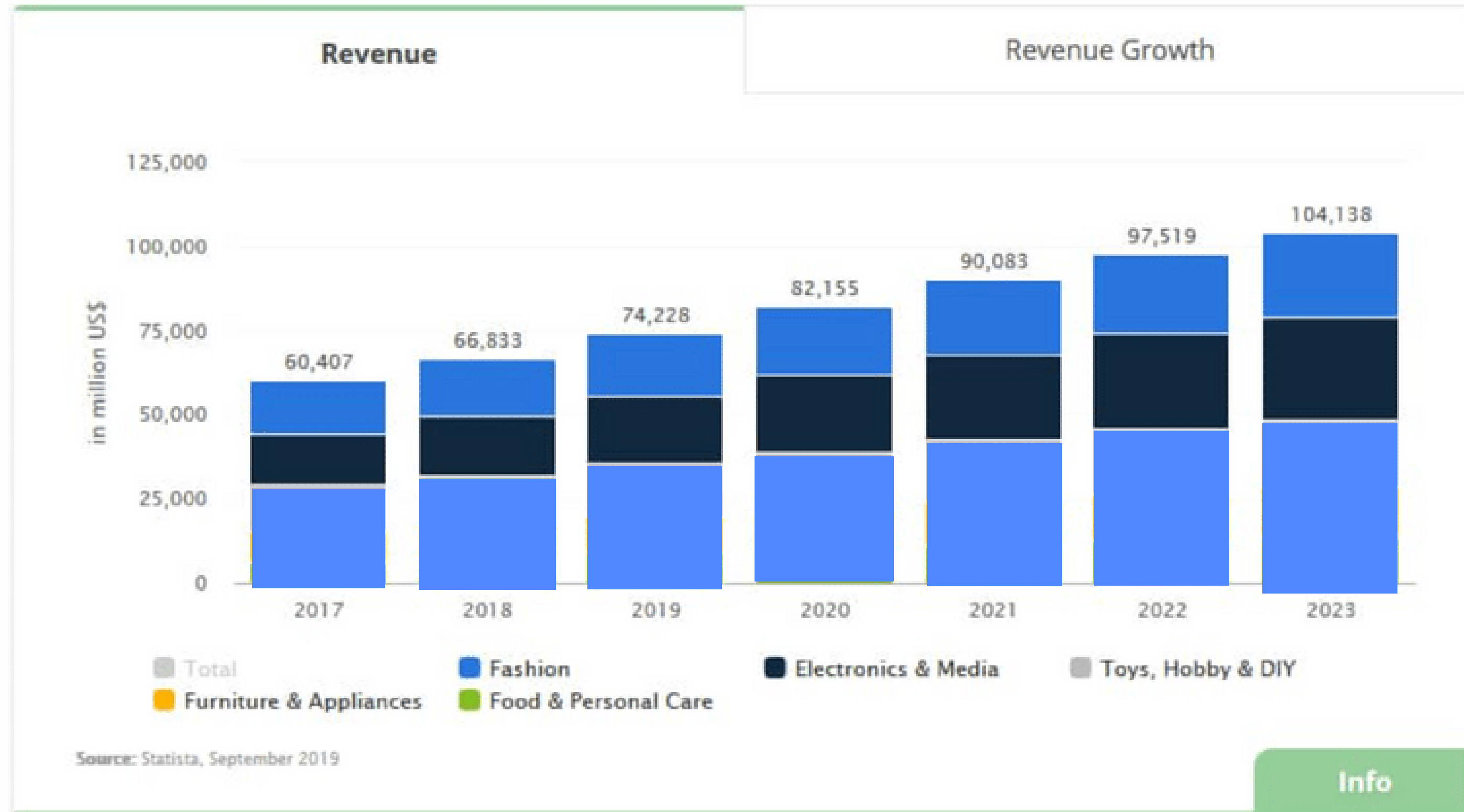
Mediamarkt

order value 138€
return rate 70%. >
conversion rate 2.2% >
growth rate 20% <

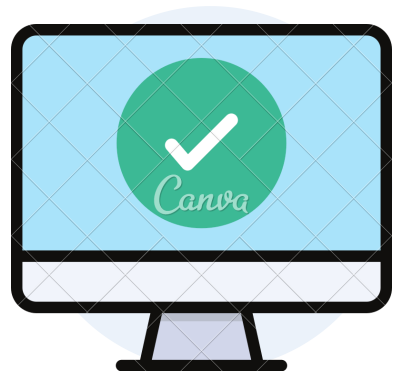


E-Commerce in Germany

Electronics - The largest sector with roughly 20 Billion USD



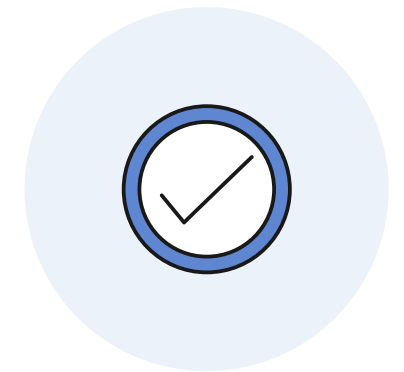
Methods: Webscraping



**Selecting the
relevant information
on the website**



**Extracting the data
with the scraper**



**Filtering and cleaning
the data**

Data

Top 5 Products:

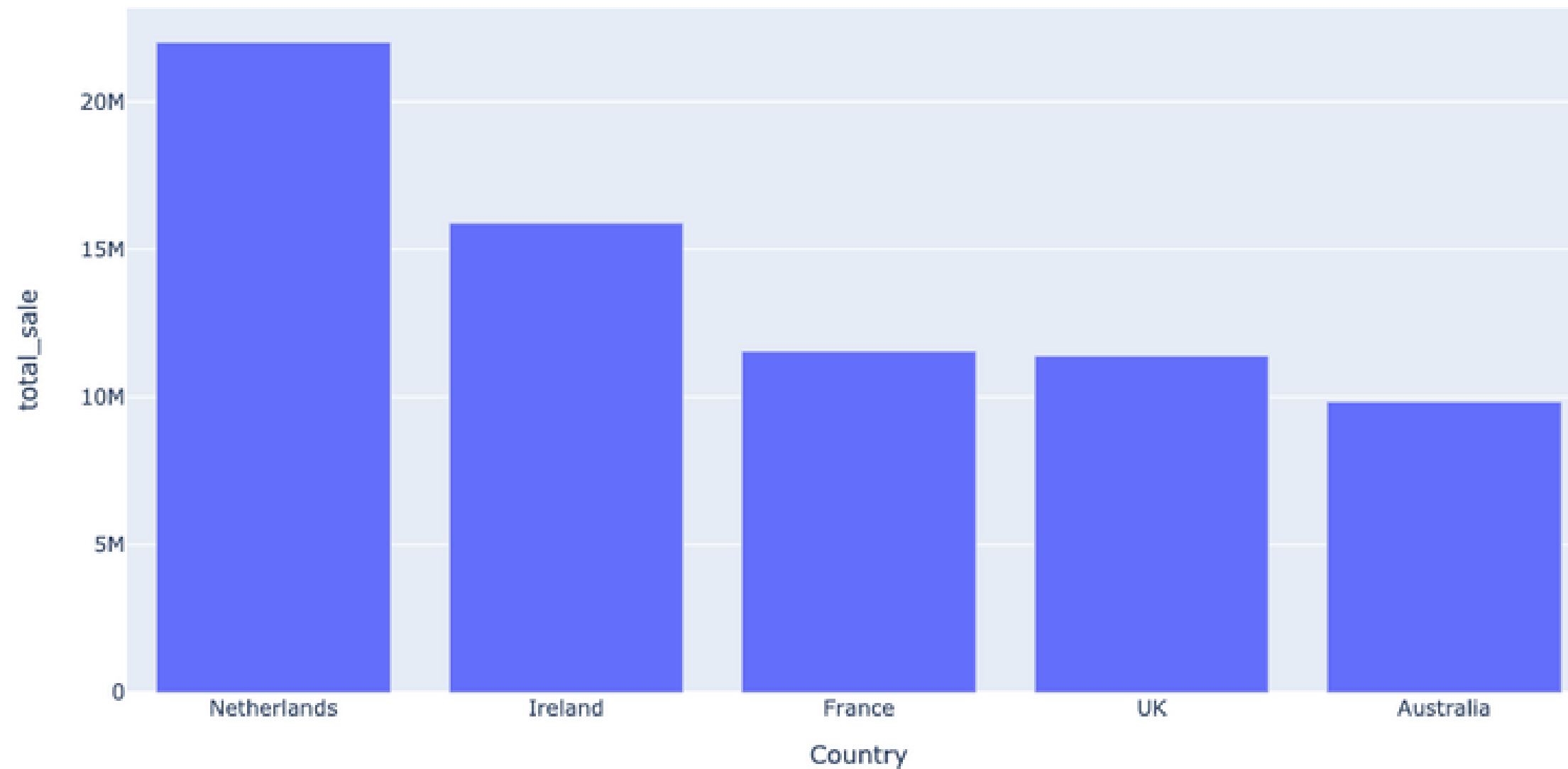
Samsung Galaxy S9
Iphone X
Samsung Galaxy S10
Intel Core i7-8700K Desktop Processor
Canon EF 17-40mm f/4L USM Ultra Wide
Angle Zoom Lens

Top 5 Custommers are from:

1. Netherlands
- 2.Ireland
- 3.Australia
- 4.Germany
- 5.Germany

**The largest Custommer
generates revenue of 21 Million
USD.**

Top 5 five countries (Germany excluded)

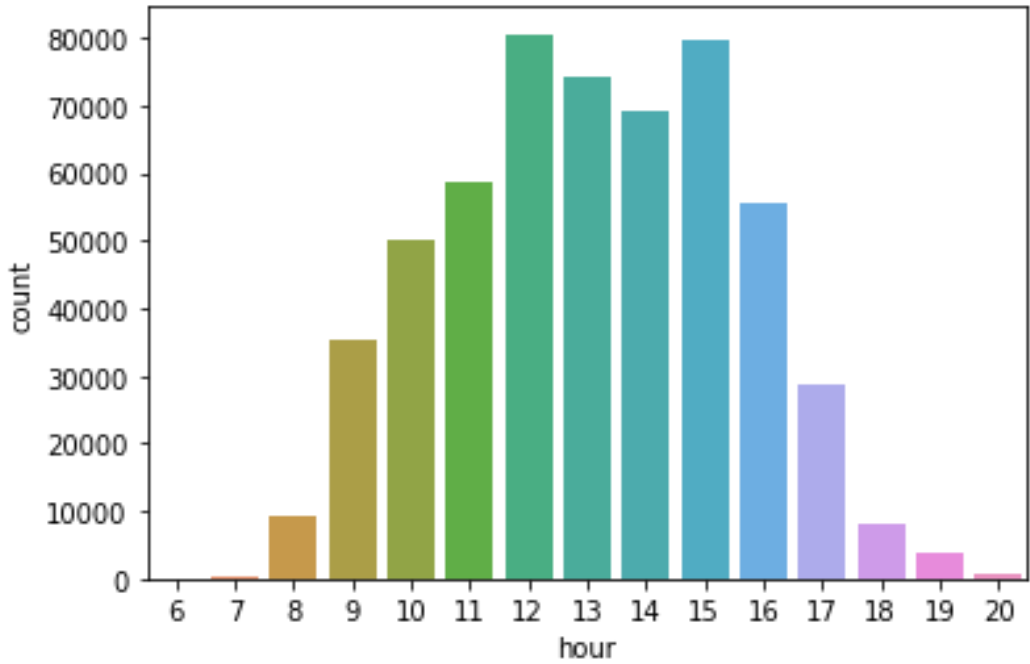


Data

custommer behaviour

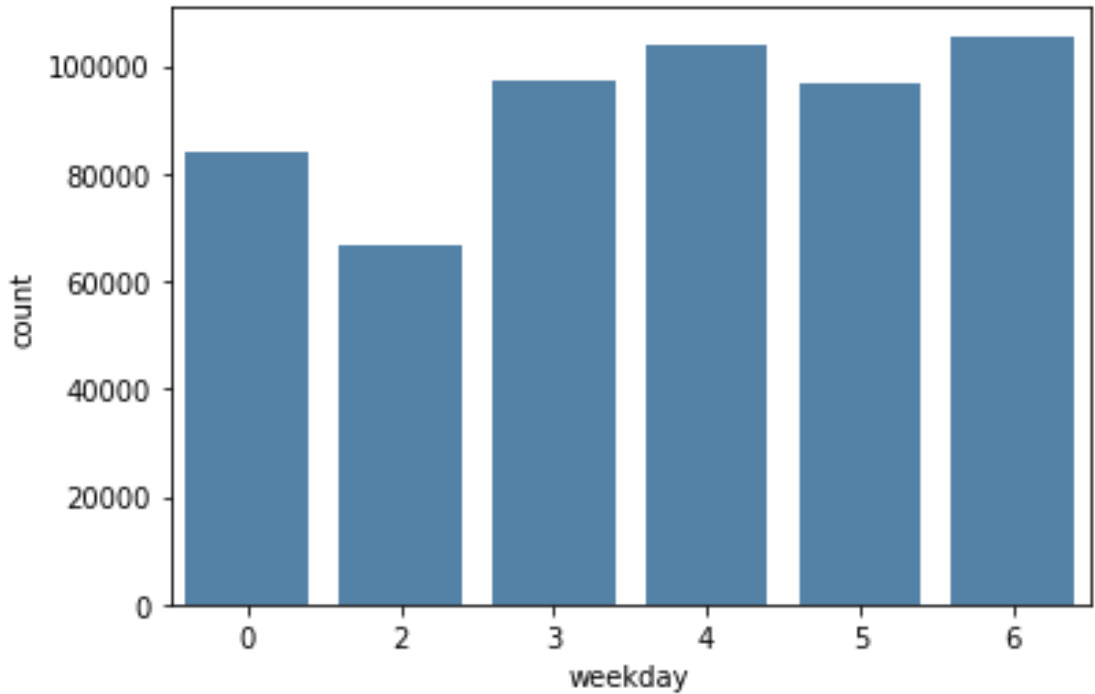
Daily Patterns

Users buy mostly in the morning and around lunchtime
The peak time is between 12 am - 3 pm



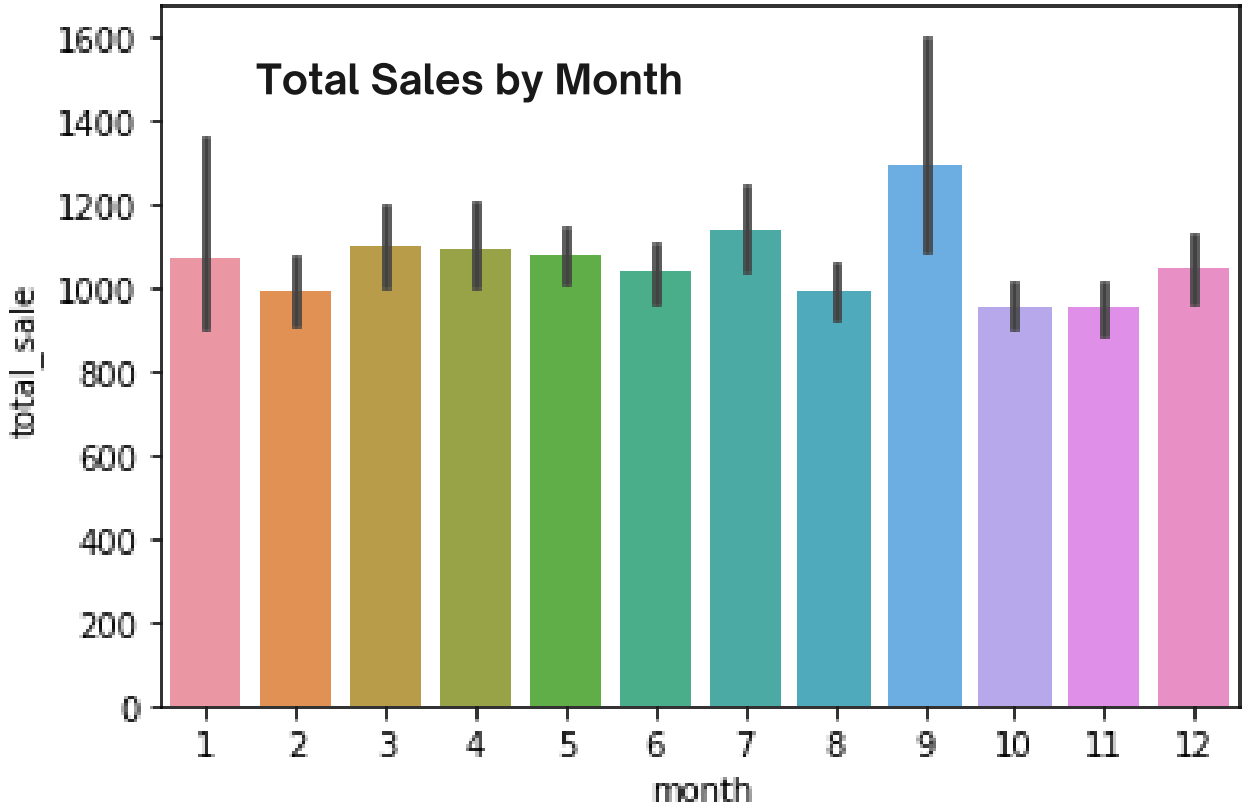
Weekly Patterns

Saturday is the strongest day, followed by Thursday
General tendency towards more sales on the weekend
Monday is the weakest day



Monthly Patterns

September is the strongest month and there is a lot of orders around Christmas and NYE



The top 5 most rated products are Smartphone Accessoires and Processors

| | title | rating | review_count | product_type |
|------|---|--------|--------------|--------------|
| 317 | Adjustable Cell Phone Stand, Lamicall Phone St... | 4.9 | 3436 | smartphone |
| 166 | AMD Ryzen 9 3900X 12-core, 24-thread unlocked ... | 4.9 | 2088 | processor |
| 28 | 12x42 Binoculars for Adults with New Smartphon... | 4.9 | 866 | smartphone |
| 3240 | Samsung 32GB DDR4 2666MHz RAM Memory Module fo... | 4.9 | 528 | processor |
| 167 | AMD Ryzen 9 3950X 16-Core, 32-Thread Unlocked ... | 4.9 | 475 | processor |



KPIs

TOTAL SALE REVENUE

587 Mill. USD

AVERAGE ORDER VALUE

21000 USD

TOTAL NUMBER OF ORDERS

28186

UNIQUE CUSTOMMERS

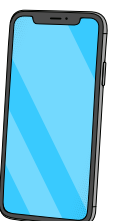
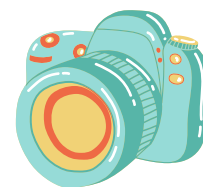
4340

PURCHASE FREQUENCY

6.5

REVENUE 2019

546 MILL. USD



Actionable Insights

UK, Germany and France are the largest European markets and market penetration there is crucial

B2B Model

There are a lot of well established competitors and the growth is slower than the most other international markets.

The customers have a lot of choice and are used to a good service.

The Smartphone and Processor markets bring the most revenue.



Sources

<https://www.growcode.com/blog/ecommerce-in-germany/>

Technology



Thank You!