

Project Proposal



Alibaba Digital Marketing

Date: 1st August 2020

Team 5

Prathamesh Verlekar

Yash Pandya

Overview

Alibaba Group Holding Limited (also known as **Alibaba Group** and as **Alibaba.com**) is a Chinese multinational technology company specializing in e-commerce, retail, Internet, and technology. On 19th September 2014, Alibaba's market value was US\$231 billion. It is one of the top 10 most valuable and is the 59th biggest public company in the world by Global 2000 list. As of 2020, Alibaba has the 6th highest global brand valuation. Alibaba is the world's largest retailer and e-commerce company, is on the list of largest Internet companies and artificial intelligence companies, is one of the biggest venture capital firms, and one of the biggest investment corporations in the world. Its online sales and profits surpassed all US retailers (including Walmart, Amazon, and eBay) combined since 2015.

Goals

- Finding Recency, Frequency and Monetary Value to find company's best customers by using certain measures.
- To find the customers lost by calculating the churn rate and customer's lifetime value.
- Build a recommendation system for suggesting products to the customers that they might also like.
- To Crawl, Index and Rank data using the Search engine for better customer experience.
- Build dashboard for business owners to better understand their sales and decide future marketing strategies.
- Create a web application for better user experience.

Dataset

- We will be using dataset available on Kaggle along with data available through different open sources and websites.
- Kaggle Dataset Link:
<https://www.kaggle.com/AppleEcommerceInfo/ecommerce-information?select=products.txt>

Personas

Who – Alibaba's technical teams, stakeholders, and sponsors for deciding their future marketing strategies.

What – Build a recommendation system for company's customers and dashboards for stakeholders to analyze their sales and other insights.

When – It will be completed within 2 weeks of given timeline.

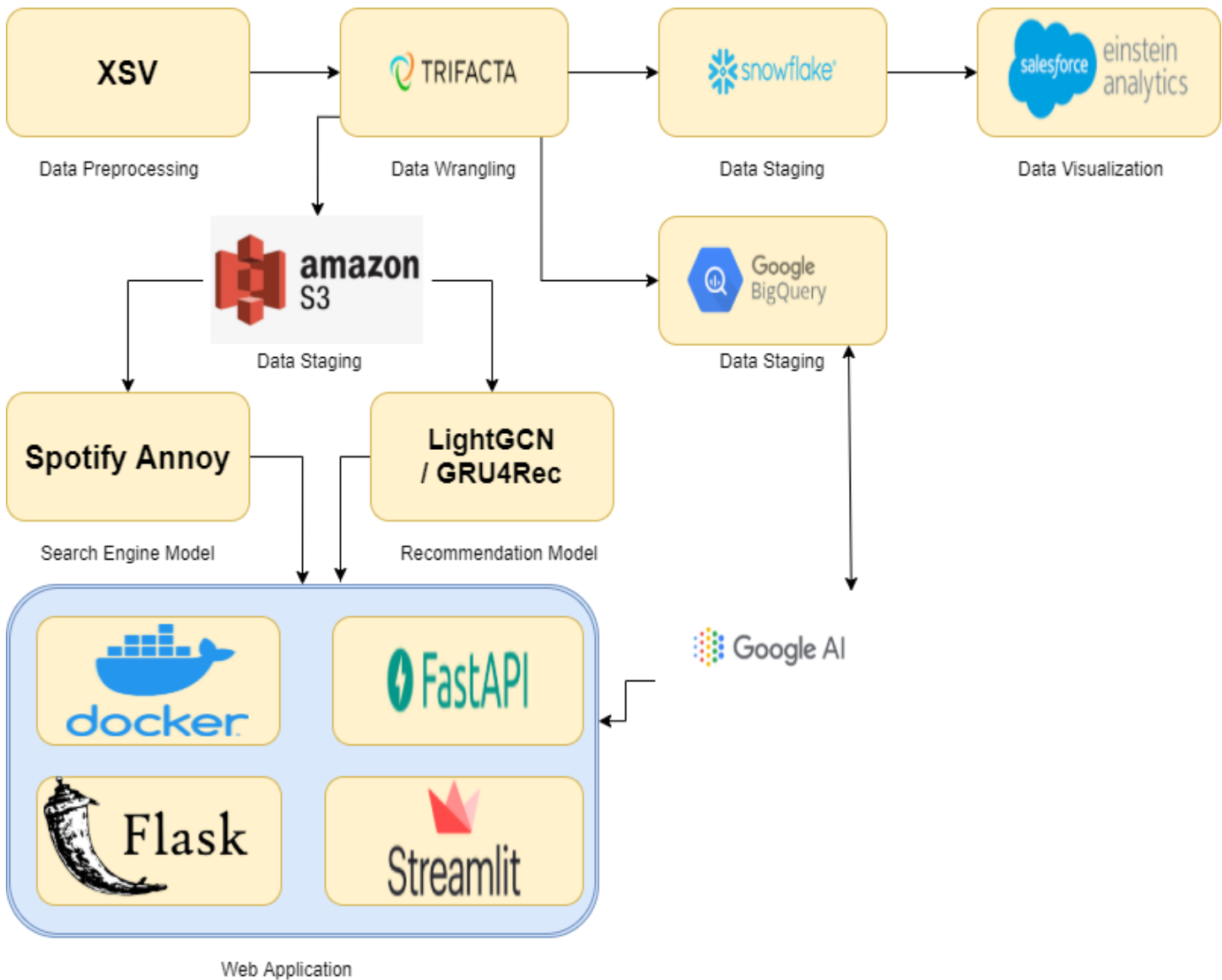
Where – We will be working at our remote locations and then collaborate our work.

Why – To get data insights that will help the stakeholders decide their marketing strategies and to improve the customer experience by building a recommendation system that will recommend the customers product that may also like.

How – Using the tools and technologies learned in the course.

- **XSV**
- **Python**
- **Trifacta**
- **Salesforce Einstein Analytics**
- **Streamlit**
- **Flask**
- **JMeter**

Workflow



Use Cases:

- Making user shopping experience more efficient.
- Know the product trend to make future decisions based on it to increase the profitability.
- Help stakeholders to make important decision and changes.

Process Outline

1. Data Preprocessing

- We will be handling missing values, and joining data based on the requirement.
- Handle all the data inconsistencies and create clean data sets.

2. Exploratory Data Analysis

- Analyze the data by building dashboards and understanding the important KPI's.

3. Design pipeline

- Building recommendation model and making search engine using the cleaned datasets.

4. Develop a web application

- We will be developing a web application that will use the different API's we created for recommendation and search.

5. Deploy our application

- We will deploy our application on Heroku and Amazon AWS.

Projected Timeframe

Timeframe	Deliverables
1 st Aug 1 – 3 rd Aug	Data Preprocessing, Data Wrangling and Data Staging
4 th Aug – 6 th Aug	Building Dashboards and analyzing the important KPI's
7 th Aug – 10 th Aug	Building search engine and recommendation model
11 th Aug – 13 th Aug	Building web-based application for user interface
14 th Aug	Creating project report and Claat Document