

Project Lab II

E-Commerce Project



Onboarding!

You're a new BI Analyst at a new founded e-commerce based in Jakarta. As a new company, you realized that for successful operation, the company must be able to monitor their entire activity. You proposed a comprehensive **dashboards** to c-level that will help the organization thrive. With the data you were given from the data team, let's build your MVP!



Timeline!

1st Milestone: PRD (2 Jul 2022)

3rd Milestone: Report (17 Juli 2022)

1

2

3

4

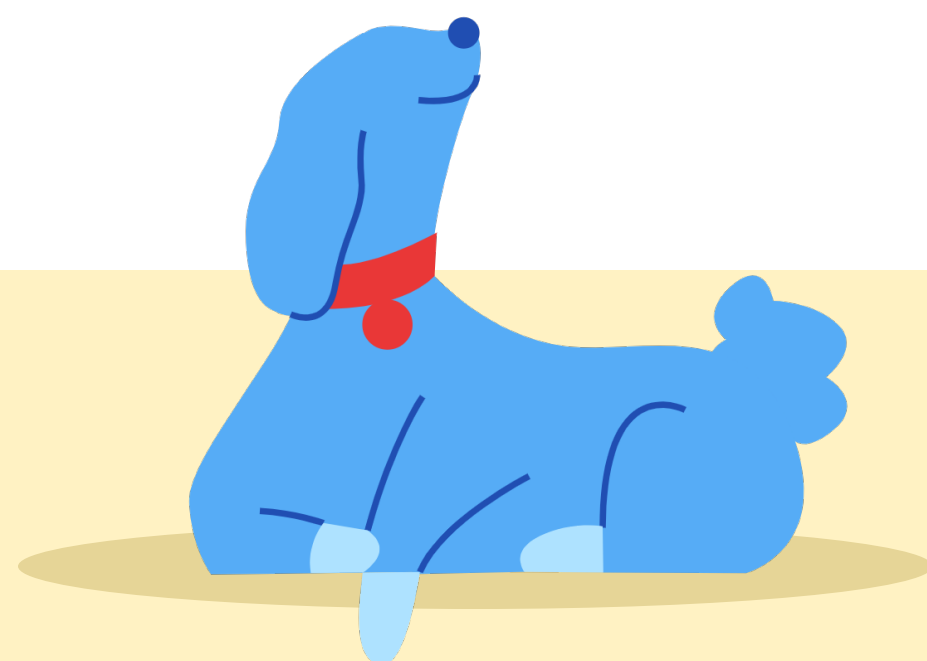
Built your PRD

Develop your MVP

Present to C-Level

Documentation is a must!

2nd Milestone: Demo Material Submission(16 Jul 2022)



The Sales Team



You were given the dummy e-commerce dataset for this task. This dataset will help you to present critical metrics for the c-level and operation team.



Several question you could ask in this task could be:

- *“how do i measure monthly sales or order sales?”*
- *“how do I know which product contribute the most to the company profits?”*
- *“where all the customers come from?”*



Or “*how are the review from the customers?* ” and “*if there’s negative review how do we point out which features cause the bad reviews*”.

There’s also a necessity for the dashboard to *show predictions based on sales historical data*.



Get The
Dataset
Here



Marketing Team





How's The Market?

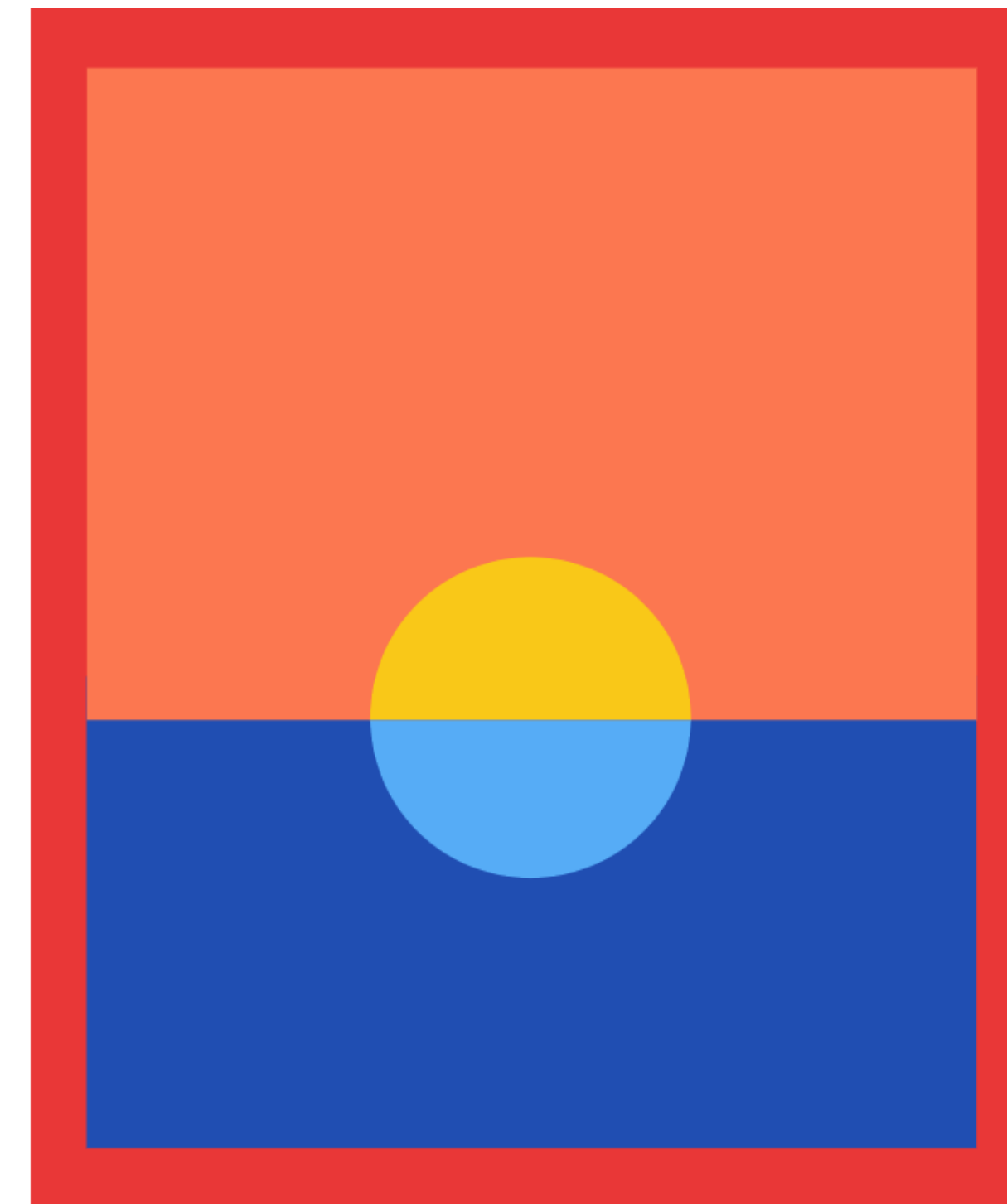
Your second task is to **help the marketing department** on their early operation. Using a dummy dataset given by the marketing team, you are tasked to build a dashboard to help them monitor their performance in the future.

The data included customer profile, their recent purchase, their recent visit, and impact of marketing campaigns to customer purchases.



Important Metrics

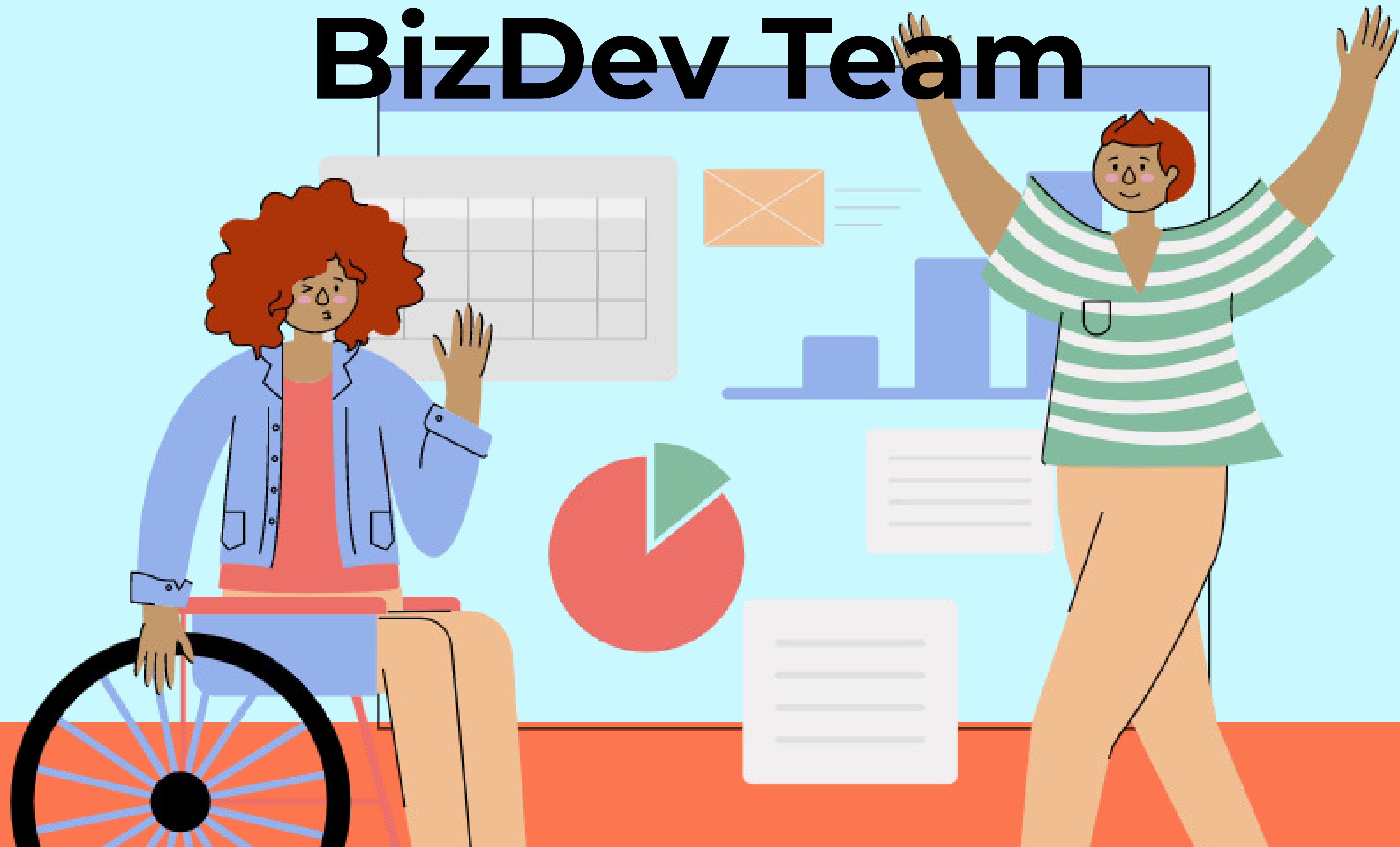
Several metrics that should be included in the dashboard such as **retention rate, web conversion rate per campaigns, purchase conversion rate per campaigns, customer profile based on selected purchases, etc.**



Get The
Dataset
Here



BizDev Team



A Or B?

The last task for this project is you are tasked to help **the Business Development team on their experiment**. They are doing an experiment on the company website to test the effectiveness of the new landing page.





As a BI analyst they asked your opinion if the landing page should be adopted or not. You must conduct an A/B testing based on the given dataset and perform statistical tests. The result and your decision will strongly affect the implementation of the new landing page.

Get The
Dataset
Here



How To?

1.

Start writing your PRD as well as walk through the datasets

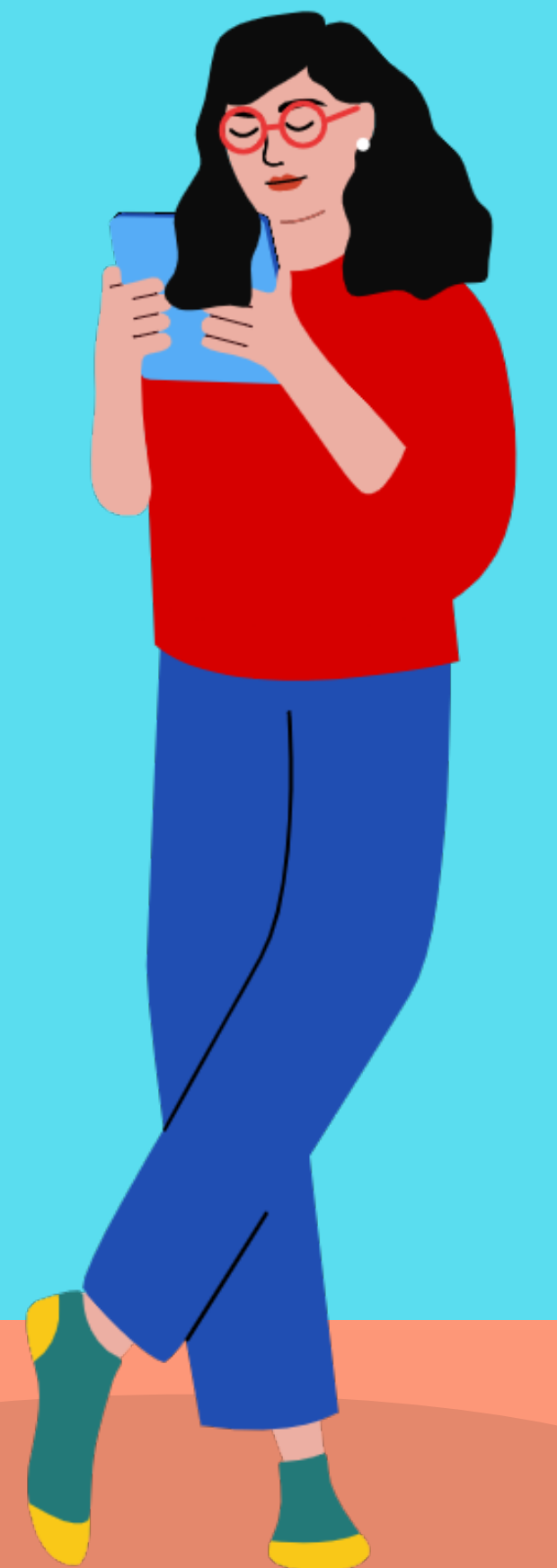


2.

Based on the PRD develop the User Flow Diagram, Wireframing and your Prototype

3.

Don't forget to write an easy-report. Even elephant leave its ivory when it die



Important Links!

Get your PRD here!
[URL](#)

Guidelines
[URL](#)

Userflow
[URL](#)

Wireframing
[URL](#)

E-commerce
dashboard
[URL](#)



Questions?



Thank You!

Pacmann 2022

