

ShopifyDataChallenge

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Getting the data

```
DataSet = read.csv("DataSet.csv", header = TRUE);
```

Calculate the average order value (AOV)

```
AOV = mean(DataSet$order_amount)
print(AOV)
```

```
## [1] 3145.128
```

AOV of the data seems to be correct, but this doesn't account for the amounts of items purchased, a better metric for this purpose could be the average item value (AIV)

Calculate the average item value

```
#create a new column in the data set for the AIV for each order
DataSet$order_AIV = DataSet$order_amount/DataSet$total_items
#get the average of that new column
AIV = mean(DataSet$order_AIV)
print(AIV)
```

```
## [1] 387.7428
```

Another important metric would be the amount of orders for each shop to see which shops are the most popular

Calculate the amount of items bought from each shop

```
#create a vector of length 100 with each index representing the shop number
shopFreq = numeric(100)
counter = 1
for (i in DataSet$shop_id){
```

```

shopFreq[i] = shopFreq[i] + DataSet$total_items[counter]
counter = counter + 1
}
print(shopFreq)

```

```

##      [1]      86    102      99    103      92    121    109      84    117    119      95      93
##     [13]    136    121    105      71    100    112    126    103    100      90    112    126
##     [25]      86      95    107      84    118    108      98      79      87      96    104      98
##     [37]    115      72      82      88    127 34063    107      71    110      90      84      83
##     [49]    115      92      89      89    130    104      92      69    107    109    121      93
##     [61]    109      83    113      88    116    103      77      88    121    117    130      89
##     [73]    118      76      79      87      90      88      98      93    128      83      81    132
##     [85]      67    111    102    101    118    111    110      76    111    100      74    110
##     [97]      96    107      94      77

```

We can see from this vector that shop 42 is really popular with 34063 items bought from there. For reference, the second most popular shop sold 136 items. This shows that there is more demand for the shoe sold at shop 42.