

Bree Flores

Efficiency Engineered Project Proposal

<https://github.com/breeflores129/efficiency-engineered-revolve>

### **Job Description**

- a. I selected this job because it is a remote full-time software engineer position. Revolve is looking for individuals with a bachelor degree in computer science or equivalent degree while requiring proficiency in SQL, Java, and Redis.
- b. This job is very relevant to my career goals because it focuses on analyzing internal business processes to provide efficiency for the company as well as building and maintaining software services.
- c. Aside from this job being remote and allowing me to stay in California, it has always been a dream of mine to work for a fashion or jewelry company in some capacity. This job would allow me to combine my passion for the fashion industry with my career goals of gaining expertise in SQL and engineering skills.

### **Problem**

- a. The main business problem to be solved revolves around enhancing the effectiveness and efficiency of their internal business processes, particularly within the finance and planning teams.
- b. Enhancing internal business processes are very relevant to REVOLVE as they want to minimize unnecessary expenses for their operations, warehousing, and international marketing.
- c. The problem is quite feasible to be solved with SQL by using data from other clothing retailers to see how the more expensive clothing items are being marketed and what clothing items are most popular by region. It would also be helpful to look at and visualize the allocation funds for different internal sectors.

### **Data Sources**

- a. API
  - Description: H&M API that has all details about the region, categories and products on their official websites.
  - Relevance: This data is from a large fashion retailer so it will be helpful to leverage a competitor's data to make comparisons for meaningful insights.
- b. Web scrape
  - Description: Revolve.com, specifically their women's clothing page.
  - Relevance: Using Revolve's actual data will be very useful to analyze their most popular pieces and create a plan to improve international marketing.

### **Solution**

- a. I plan to solve the problem with this data by looking at competitors metrics to improve the marketing and finance sectors of Revolve.

- b. Some SQL queries will include filtering by most popular pieces, date (specifically to see monthly and yearly trends) and total financial sums. The visualizations used to address the problem will be the most popular styles among regions. Also, a bar chart showing the amount of money spent for each of Revolve's sectors.