

NewchicInternational Site

Nike

0

Weekly TrendMenWomenShoesBagsHome & GardenAccessories & BeautyJewelry & WatchKids & Mom

Freeshipping over
\$396.00

New Friend Exclusive 15% OFF >


Invite Friend - Cash Back >

Cash On Delivery >

Newchic 11.11


11.11 Celebration
Women's Best

Free ShippingGet 20% OFF




GET 15% OFF ^


★ New Arrivals




Men Clothing




Women Clothing




Christmas



Cat Print




Teddy Fleece




Men Shoes&Bags

◆ Featured Brands


Brand Super Sale
Down To
US\$11.11




Menico




socofy



GRACILA



ChArmkr



Data source: data.world

ABOUT NEWCHIC

NewChic is a B2C online fashion shopping destination. Founded in 2015, in past years, NewChic has achieved rapid development on a global scale, ranking among the top online shopping websites, we offer a wide range of clothing, shoes, bags, accessories to help you-our customers pursue your styles. And have won recognition and trust from customers in Europe, America, Middle East, Southeast Asia.



WHY WE NAMED NEWCHIC

NewChic - The meaning behind the brand name is our goal to provide consumers fashion products with unique designs.

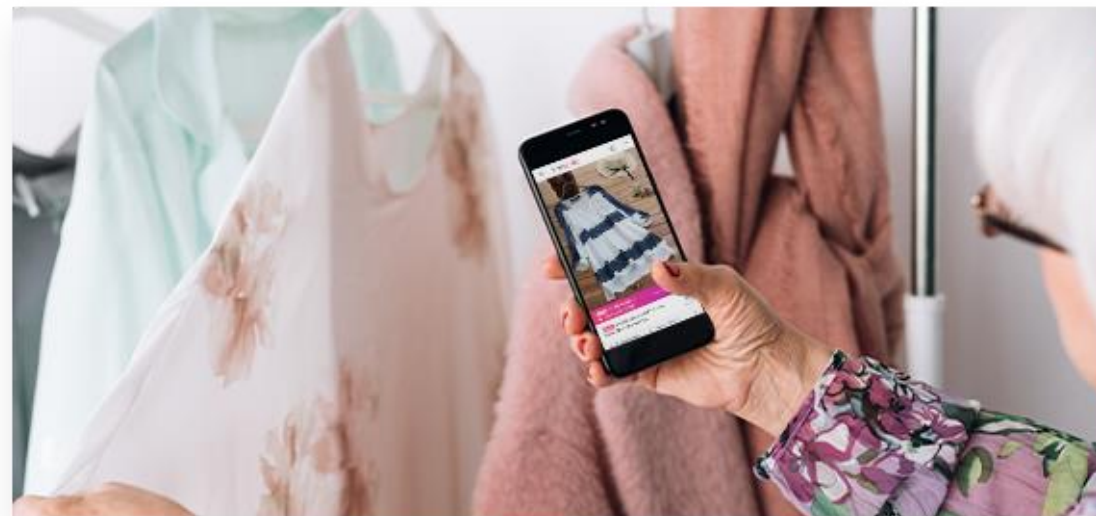
We aim to discover new fashion trends and explore the unique style that combines with art through independent design.

We are committed to leading the users to pursue the ideal life of leisure and comfort, and inspire them to define their beauty.



02 BRAND MISSION

Provide high quality, low pricing fashion products with unique design style to our customers.

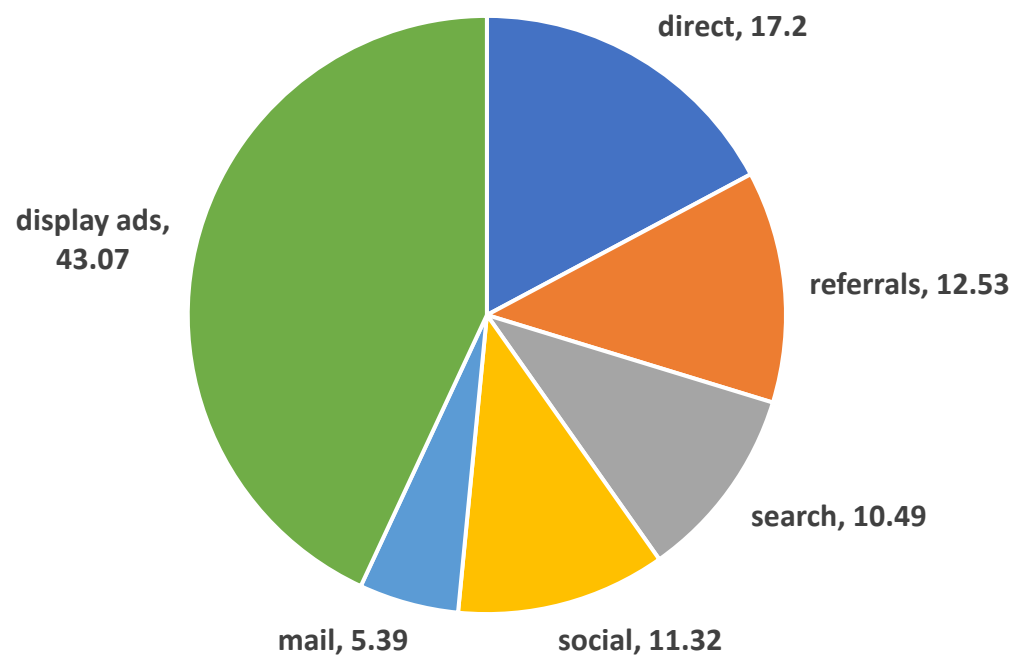


03 BRAND VISION

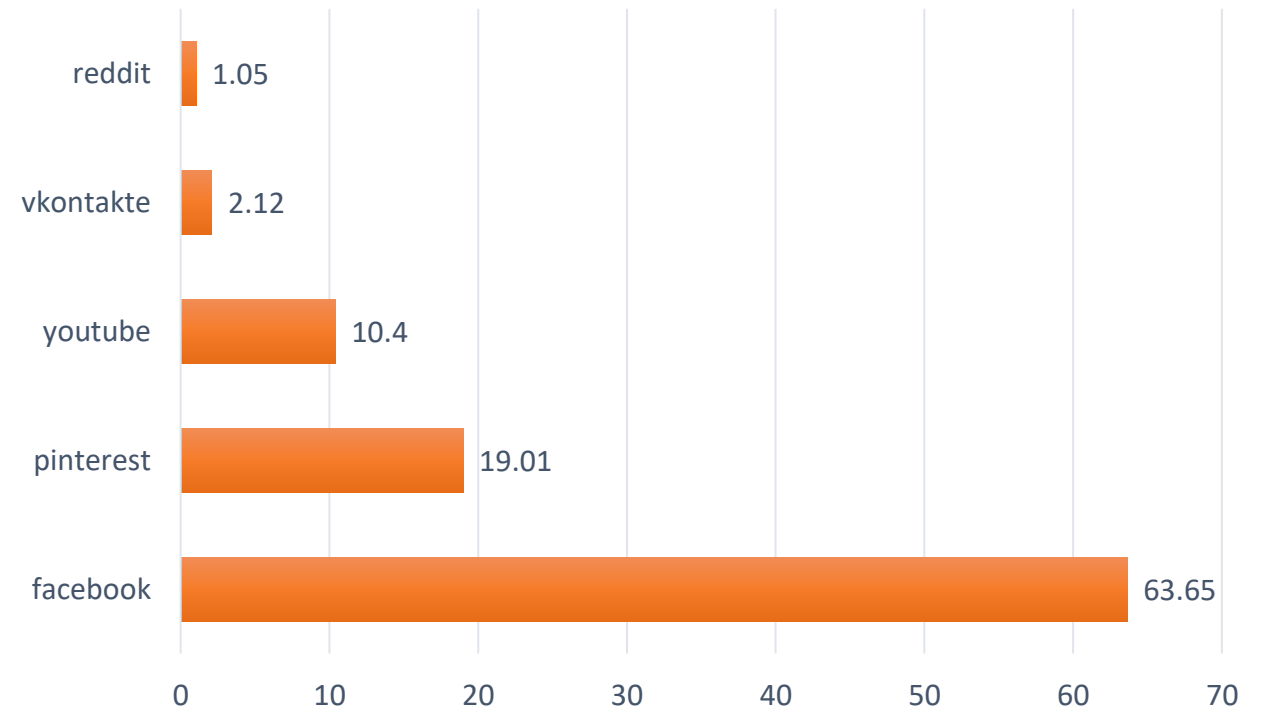
Become one of the leading e-commerce fashion destinations in the world.
It is our highest priority here at Newchic.com to create the best online shopping experience and offer its customers the highest quality products.

NewChic.com's Website Analytics Quick Overview

Traffic Sources



Top Referring websites



Data Preparation and Data cleaning

accessories_tbl	05-Nov-20 9:43 PM	Microsoft Excel C...
bags_tbl	05-Nov-20 10:22 P...	Microsoft Excel C...
beauty_tbl	05-Nov-20 10:26 P...	Microsoft Excel C...
house_tbl	05-Nov-20 10:23 P...	Microsoft Excel C...
jewelry_tbl	05-Nov-20 10:06 P...	Microsoft Excel C...
kids_tbl	05-Nov-20 10:24 P...	Microsoft Excel C...
mens_tbl	05-Nov-20 10:15 P...	Microsoft Excel C...
shoes_tbl	05-Nov-20 10:18 P...	Microsoft Excel C...
womens_tbl	05-Nov-20 10:21 P...	Microsoft Excel C...



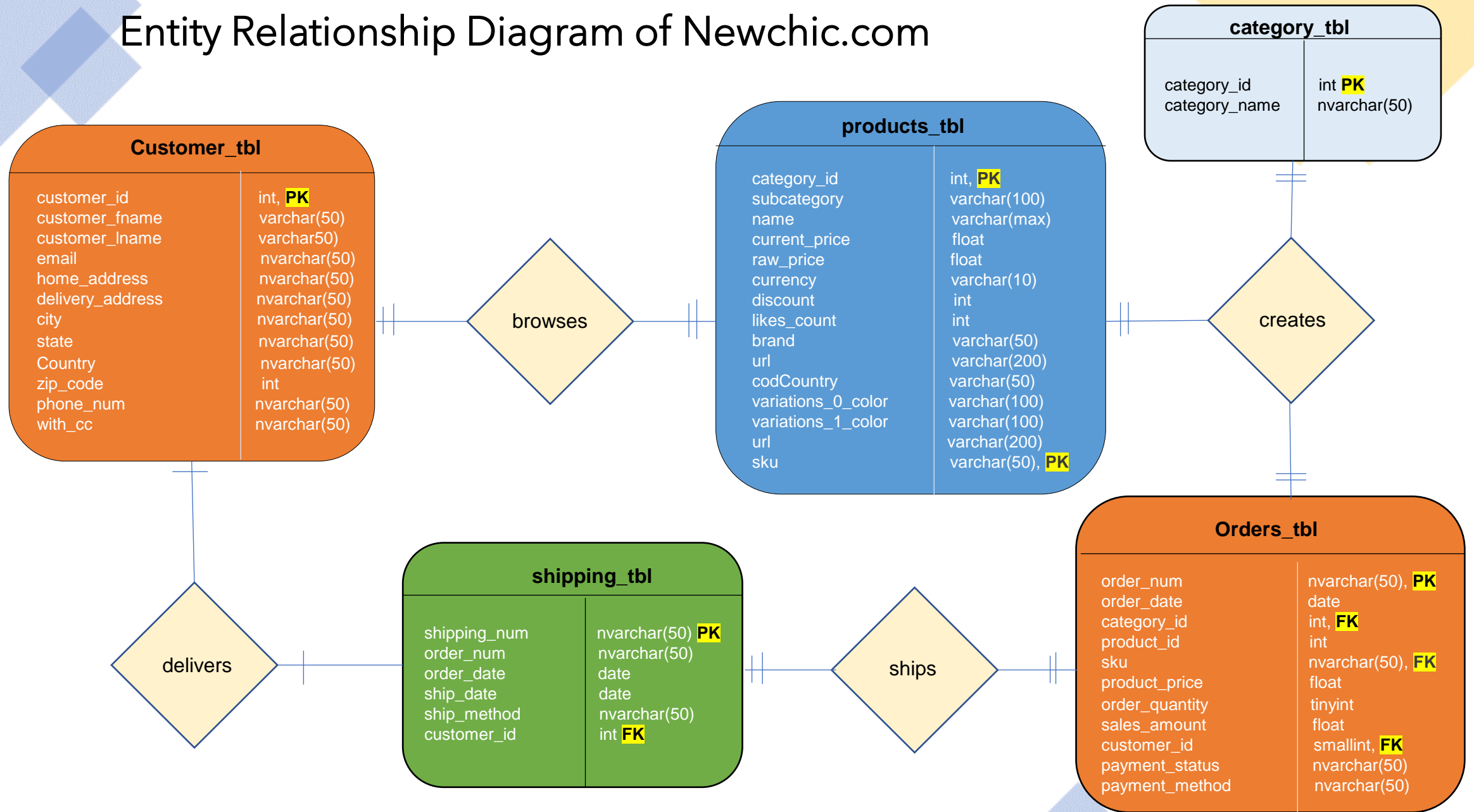
+		newchic.category_tbl
+		newchic.customer_tbl
+		newchic.orders_tbl
+		newchic.products_tbl
+		newchic.shipping_tbl

```
INSERT INTO newchic.products_tbl  
SELECT * FROM accessories;  
  
INSERT INTO newchic.products_tbl  
SELECT * FROM bags;  
  
INSERT INTO newchic.products_tbl  
SELECT * FROM beauty;
```

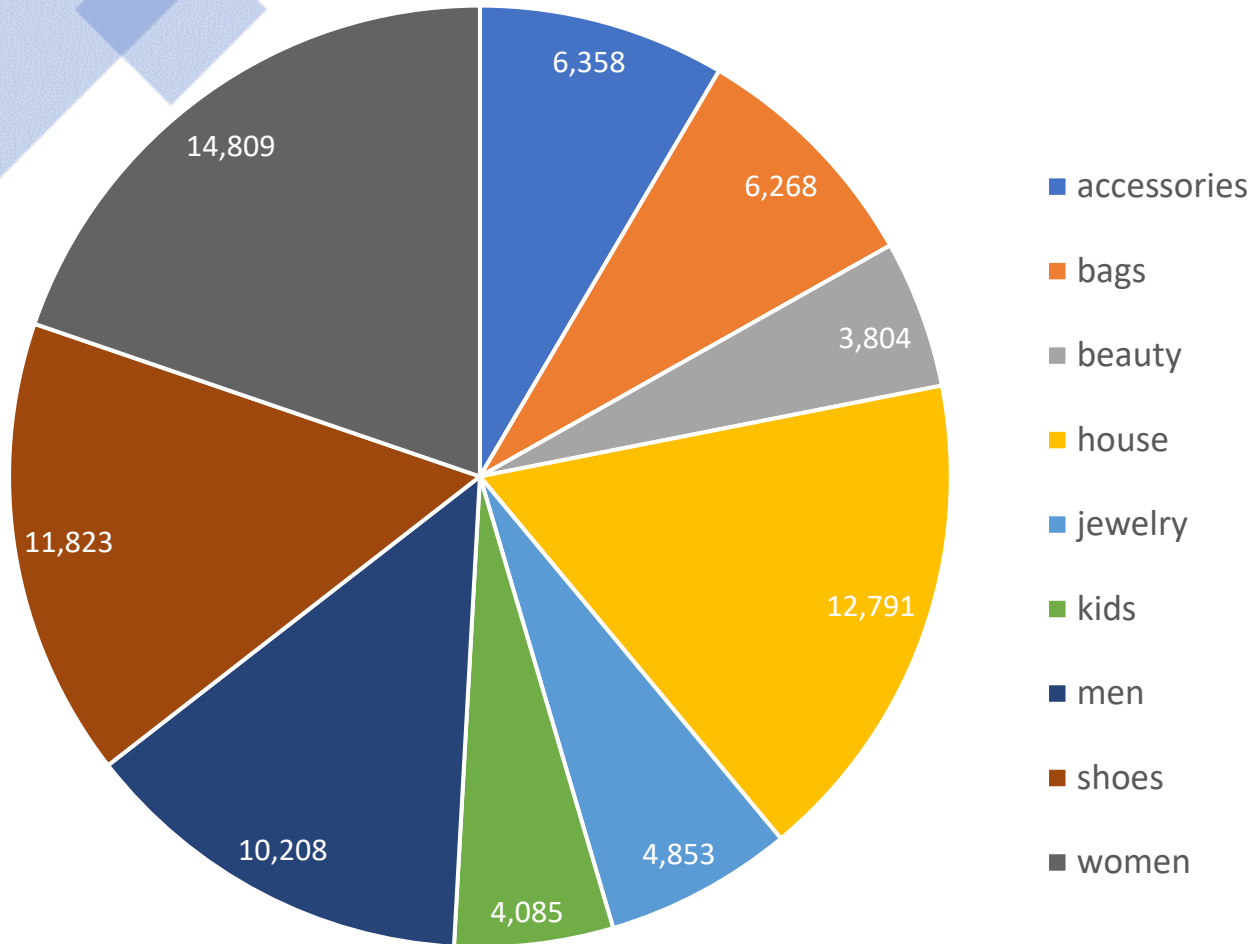


SELECT * FROM newchic.products_tbl;					
00 %					
Results Messages					
	category_id	subcategory	name	current_price	raw_price
1	30001	Health Care	100 lingettes d'alcool jetables	16.95	42.99
2	40001	Repair Parts & Accessories	10pcs 1.5mm bouts 1/8 pouce carbure de fraise en ...	17.67	41.2
3	40001	Jouets Squishy	2PCS 10CM Squishy Simulation Pain Croissant Slow ...	3.54	8.24
4	40001	Repair Parts & Accessories	Drillpro 5pcs Anneau universel d'aimantation amovibl...	8.15	20.6
5	30001	Masques	6 masques PCS KN95 avec valve respiratoire rÃ©us...	34.39	89.99
6	40001	Flowers	515Pcs Egrow 4 variÃ©tÃ©s de graines de fleurs d'h...	12.99	29.99
7	40001	Toys	<US Instock> Sac de rangement de couettes de vÃ©s...	5.99	0
8	40001	Toys	<US Instock> 100 piÃ©ces, jetables, sans poudre, sa...	4	0

Entity Relationship Diagram of Newchic.com



Popular products with the Newchic's Users



```
-- Categories arranged from most to least number of likes
WITH likesCount AS (
    SELECT COUNT(*) likes_count, category_id
    FROM newchic.products_tbl
    GROUP BY category_id
)
SELECT kk.likes_count, kk.category_id, c.category_name
FROM likesCount kk
INNER JOIN newchic.category_tbl c ON kk.category_id = c.category_id
ORDER BY kk.likes_count DESC;
```

Results		Messages	
	likes_count	category_id	category_name
1	14809	90001	women
2	12791	40001	house
3	11823	80001	shoes
4	10208	70001	men
5	6358	10001	accessories
6	6268	20001	bags
7	4853	50001	jewelry
8	4085	60001	kids
9	3804	30001	beauty

SQL Server database

Server ①

.

Database (optional)

products_catalog

Advanced options

Command timeout in minutes (optional)

SQL statement (optional, requires database)

```
WITH likesCount AS (
    SELECT COUNT(*) likes_count, category_id
    FROM newchic.products_tbl
    GROUP BY category_id
)
SELECT kk.likes_count, kk.category_id, c.category_name
```

☒ Include relationship columns





Worst selling products



```
SELECT TOP 20 o.category_id, c.category_name, p.name,  
o.order_quantity, sales_amount  
FROM newchic.orders_tbl o  
INNER JOIN newchic.category_tbl c ON  
c.category_id = o.category_id  
INNER JOIN newchic.products_tbl p ON  
o.category_id = p.category_id  
WHERE o.sales_amount <= 4.99 AND o.order_quantity <= 1  
ORDER BY sales_amount;
```

100 %

Results Messages

	category_id	category_name	name	order_quantity	sales_amount
1	10001	accessories	Masques d'isolation de protection du visage Masques a...	1	4.99
2	10001	accessories	Chapeau de parasol de casquette de baseball en denim...	1	4.99

Best selling products



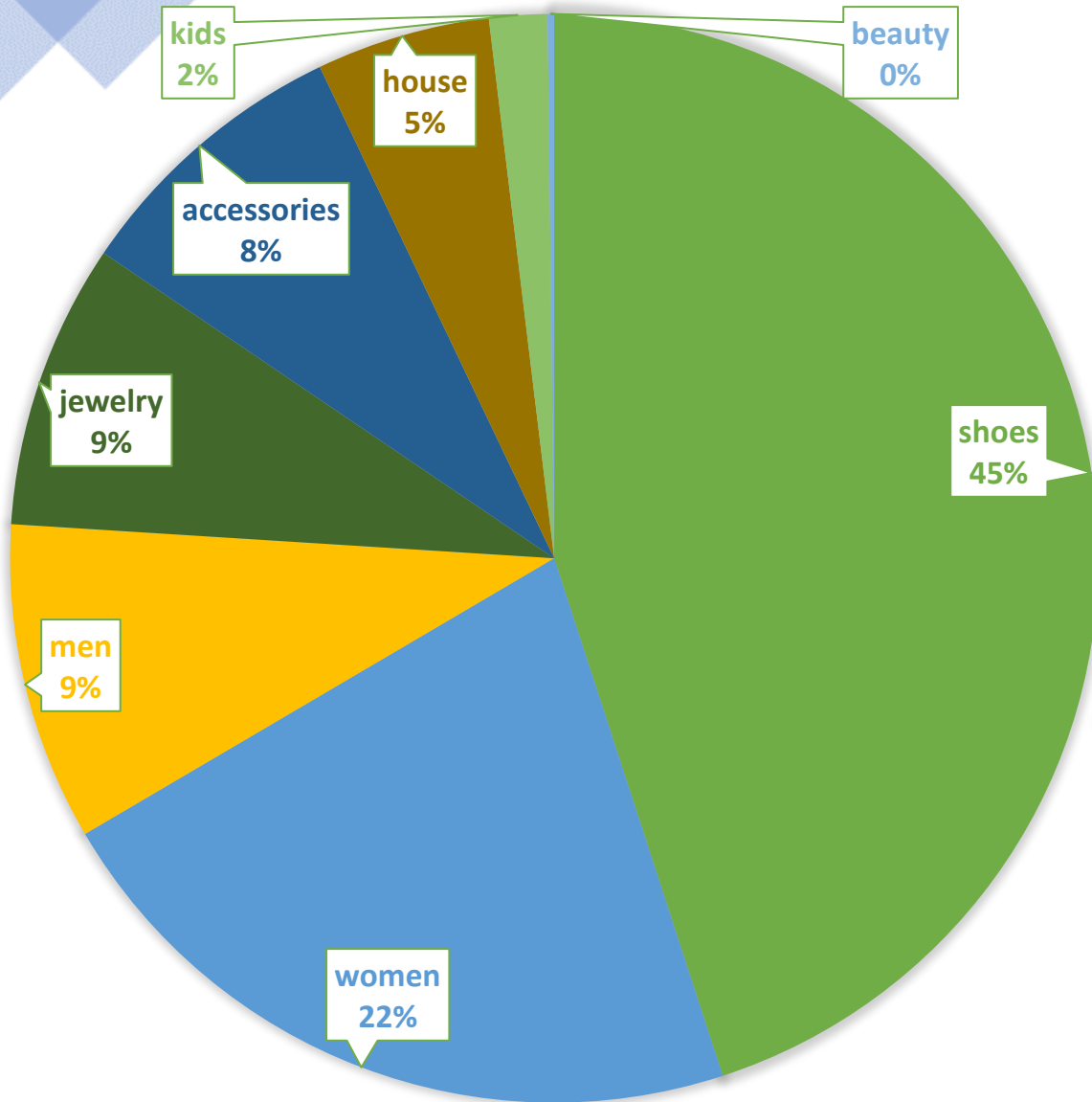
```
SELECT TOP 10 o.category_id, c.category_name, p.name,  
o.order_quantity, ROUND(sales_amount,0) sales_amount  
FROM newchic.orders_tbl o  
INNER JOIN newchic.category_tbl c ON  
c.category_id = o.category_id  
INNER JOIN newchic.products_tbl p ON  
o.category_id = p.category_id  
ORDER BY sales_amount DESC;
```

100 %

Results Messages

	category_id	category_name	name	order_quantity	sales_amount
1	80001	shoes	Chaussures d'ÀcontractÀ'es antidÀ'rapantes en tis...	21	39900
2	80001	shoes	Chaussures en cuir À carreaux pour hommes de grand...	21	39900

Total Sales per Category



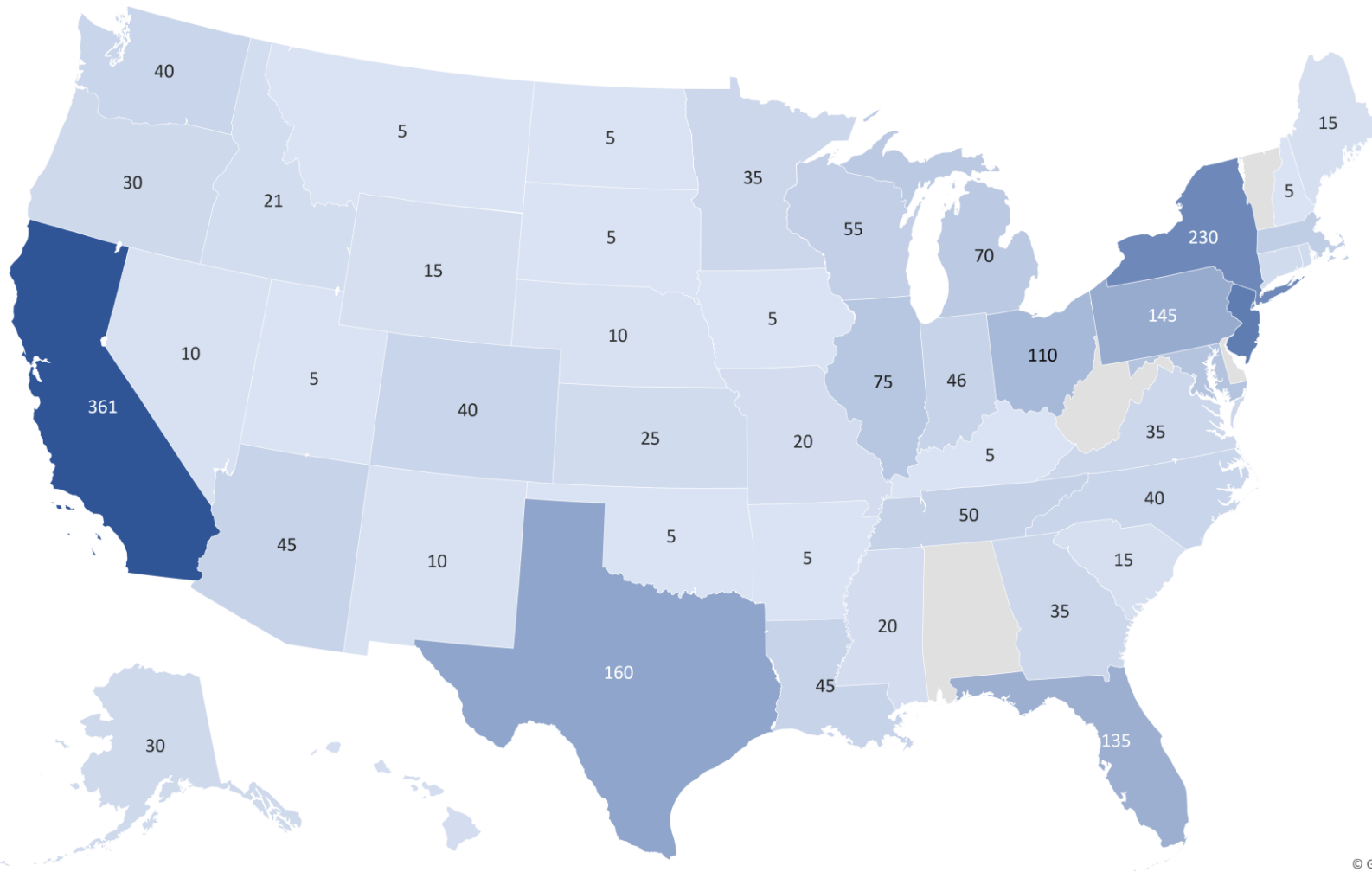
```
WITH SalesTotal AS (  
    SELECT category_id, ROUND(SUM(sales_amount),0) SalesAmount  
    FROM newchic.orders_tbl  
    GROUP BY category_id  
)  
SELECT ss.category_id, cat.category_name, ss.SalesAmount  
FROM SalesTotal ss  
INNER JOIN newchic.category_tbl cat ON ss.category_id = cat.category_id  
ORDER BY ss.SalesAmount DESC;
```



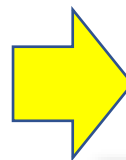
	category_id	category_name	SalesAmount
1	80001	shoes	197409
2	90001	women	94618
3	70001	men	41480
4	50001	jewelry	37196
5	10001	accessories	37033
6	40001	house	22670
7	60001	kids	7578
8	30001	beauty	848



Total number of orders per State



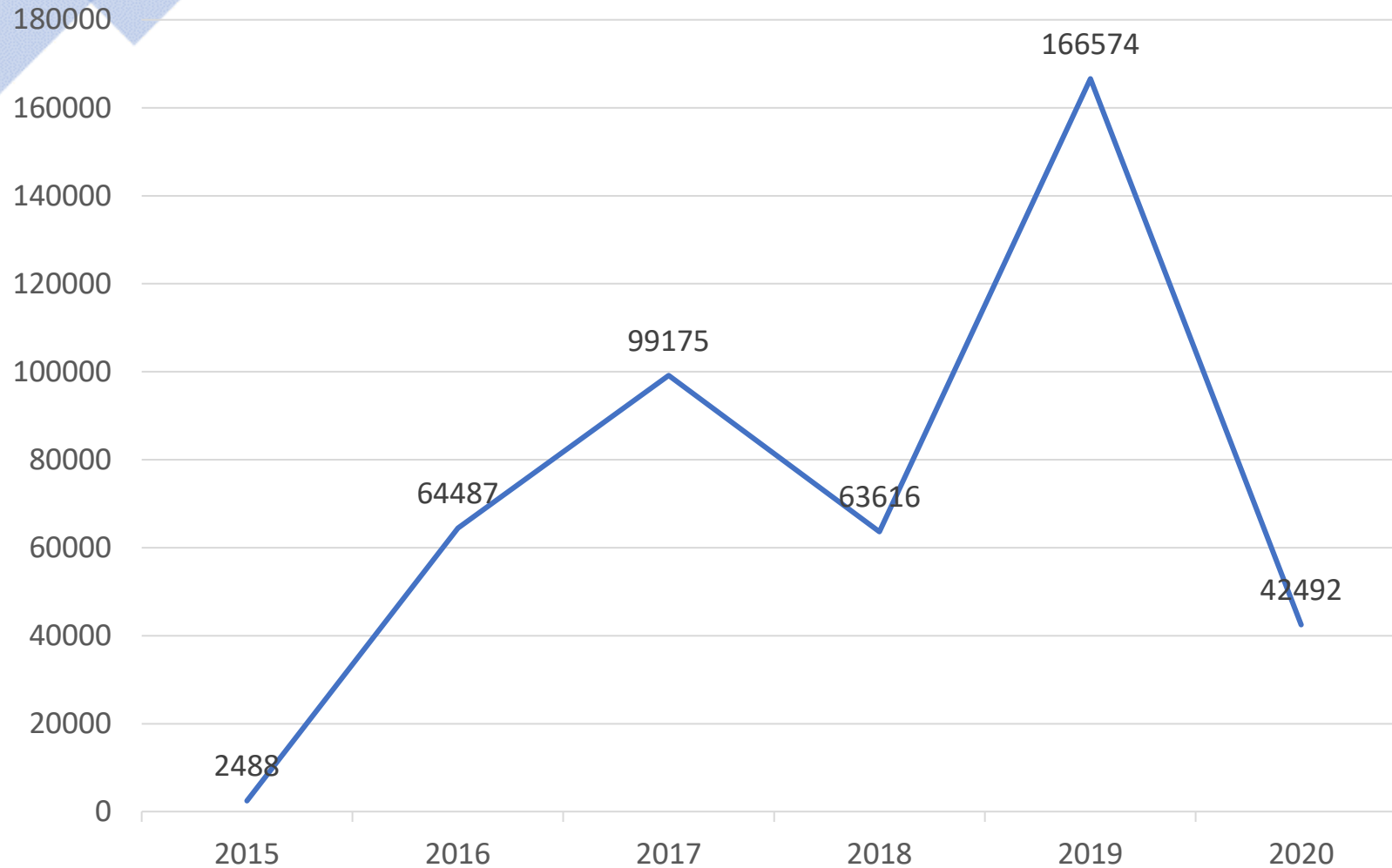
```
SELECT TOP 50 COUNT(*) [Orders count], cu.state, cu.country
FROM newchic.orders_tbl o
INNER JOIN newchic.customer_tbl cu ON o.customer_id = cu.customer_id
GROUP BY state, country
ORDER BY 1 DESC;
```



Results				Messages			
	Orders count	state	country				
1	361	CA	USA				
2	260	NJ	USA				
3	230	NY	USA				
4	160	TX	USA				
5	145	PA	USA				
6	135	FL	USA				

Powered by Bing
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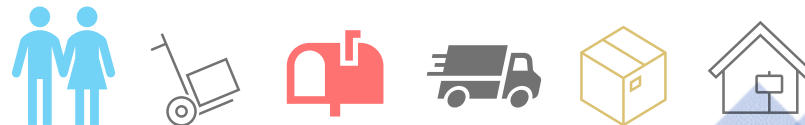
Total sales per year



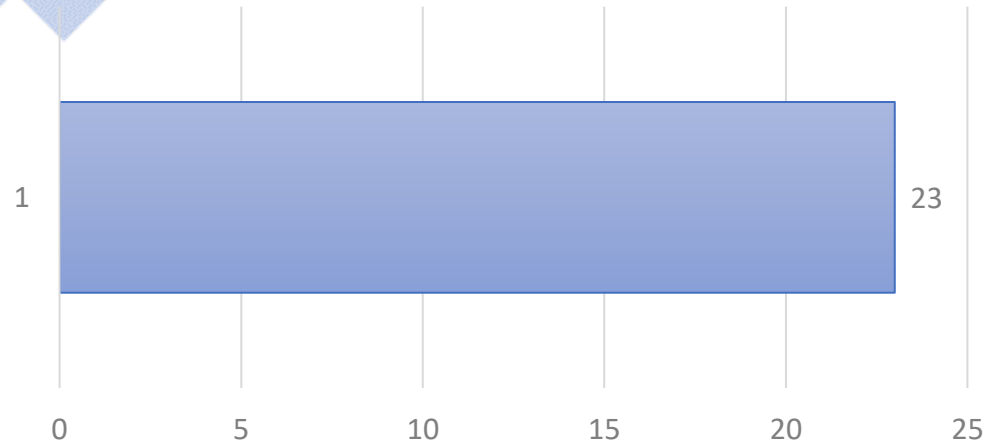
```
--sales grouped by year
SELECT YEAR(order_date) AS SalesYear,
       ROUND(SUM(sales_amount),0) TotalSales
FROM newchic.orders_tbl
GROUP BY YEAR(order_date)
ORDER BY TotalSales DESC;
```



Results			Messages	
	SalesYear	TotalSales		
1	2019	166574		
2	2017	99175		
3	2016	64487		
4	2018	63616		
5	2020	42492		
6	2015	2488		



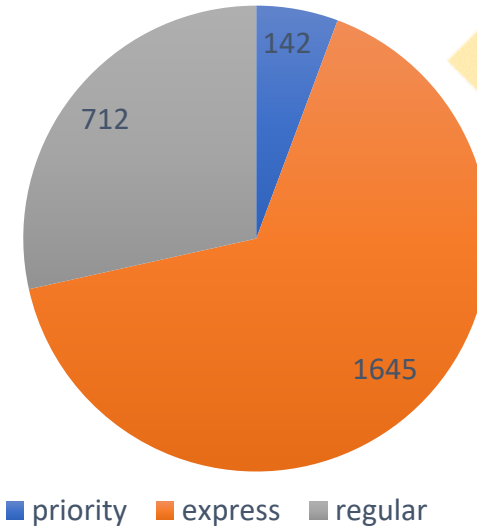
Average days of delivery



```
select AVG(DATEDIFF(DAY,(order_date),(ship_date))) AS 'AvgDays'
from newchic.shipping_tbl;
```

	AvgDays
1	23

Types of Shipping Methods



```
SELECT ship_method, COUNT(*) AS 'Count'
FROM newchic.shipping_tbl
GROUP BY ship_method;
```

	ship_method	Count
1	priority	142
2	express	1645
3	regular	712



Merchant Metrics

Shipping & Delivery

Delivery Methods	Postal Service, Courier
Average Delivery Time	Over A Month
On-time Delivery	Greater than 81%
Accurate And Undamaged Orders	Greater than 92%

Customer Service

Communication Channels	Live Chat, Email, Telephone
Queries Resolved In	6 - 12 Hours
Customer Service	1.70 out of 5

Returns & Refunds

Refunds Process	Difficult
Returns Process	Could Be Better

NewChic Reviews



2.27 Rating 910 Reviews



30%
of reviewers recommend
NewChic

Ken ★★★★★

“The pictures are very far from what is seen in the real, The tailoring very bad and the quality also bad even the size not fitted

Definitely never ordering again

”



Posted 1 day ago

Jeff Gunderson ★★★★★ 

“Zipper on belt coin purse broken, very thin leather used in multi tool, pen & flashlight pouch. I guess it might break at belt loops causing me to loose either an expensive multi tool or flashlight.

”



Posted 4 days ago



NewChic Reviews | Is NewChic Legitimate or is There a NewChic Scam? Everything You Need to Know about NewChic

In a world where fast fashion is king, and your next killer closet staple is available through the click of a button, offering trendy styles at cut-rate prices has become a global retail standard.

The internet has made the retail world smaller and offered shoppers a world-wide marketplace where they can find cheap deals on all kinds of fashion, electronics, and home products.

The company posts regularly and replies to comments, keeping an open line of communication with shoppers. With their regular postings and well over a million followers and friends on the combined platforms, it's safe to say that yes, NewChic is legit.

Read more at AdvisoryHQ:

<https://www.advisoryhq.com/articles/newchic-review/>



THANK YOU!

