TMALL Global Data Analysis

Program Brochure

Program Background

TMALL Global was founded in February 2014. According to statistics, its overseas purchase market share ranks first with 32.3%. In September this year, its parent company, Alibaba, acquired Net ease Koala, which ranked second in market share, and ended the competition between the two cross-border e-commerce platforms. The complementary infrastructure and information between the two will undoubtedly further consolidate TMALL Global leading position in the cross-border e-commerce market.

Program Overview

This project is based on the big data of TMALL Global platform. Starting from the product data of beauty, care, health care, luggage, digital products and other categories, it interprets the sales characteristics and business model of TMALL, explores its core competitiveness, as well as future Consumption trends in the international e-commerce market.

Preparation

- ✧ **Anaconda** **https://www.anaconda.com/** (select python 3.8 or the latest version, mac or win). After downloading, search **Jupyter Notebook** on the desktop and check it out if it's running properly. This is where all coding be executed.
- ✧ **Tableau**: This is a visualization software. You can apply for a free desktop version with your student ID in its official website.
- ✧ Sign up for a Microsoft visual studio account and you can use **Data camp** two months for free. You will learn the basic coding here. **https://visualstudio.microsoft.com**

Arrangements

Week1	Complete Introduction to Python, Intermediate Python for data science. (These courses can be found in the career track-python programmer)
Week2	Complete Python Data Science Toolbox (Part 1), importing data in python (Part 2). You can try to pre-process TMALL data, import data, view the data, and try some basic operations.
Week3	Complete the first two sections of data cleaning and Pandas foundations.
Week4	Mainly complete the TMALL project (First Two Sections)
Week5	Watch the tableau video on YouTube. Mainly complete the data visualization part of tableau. And watch the supervised learning with scikit-learn (first two sections Classification and Regression) Https://www.youtube.com/watch?v=xn6Txs7b6iM (Tableau video link)
Week6	Completes the Predictive Analytics Section in TMALL Project and Writing a Report.