

theLook eCommerce



MINI PROJECT 1 – INSTITUTE OF DATA

ESTHER DANTRA

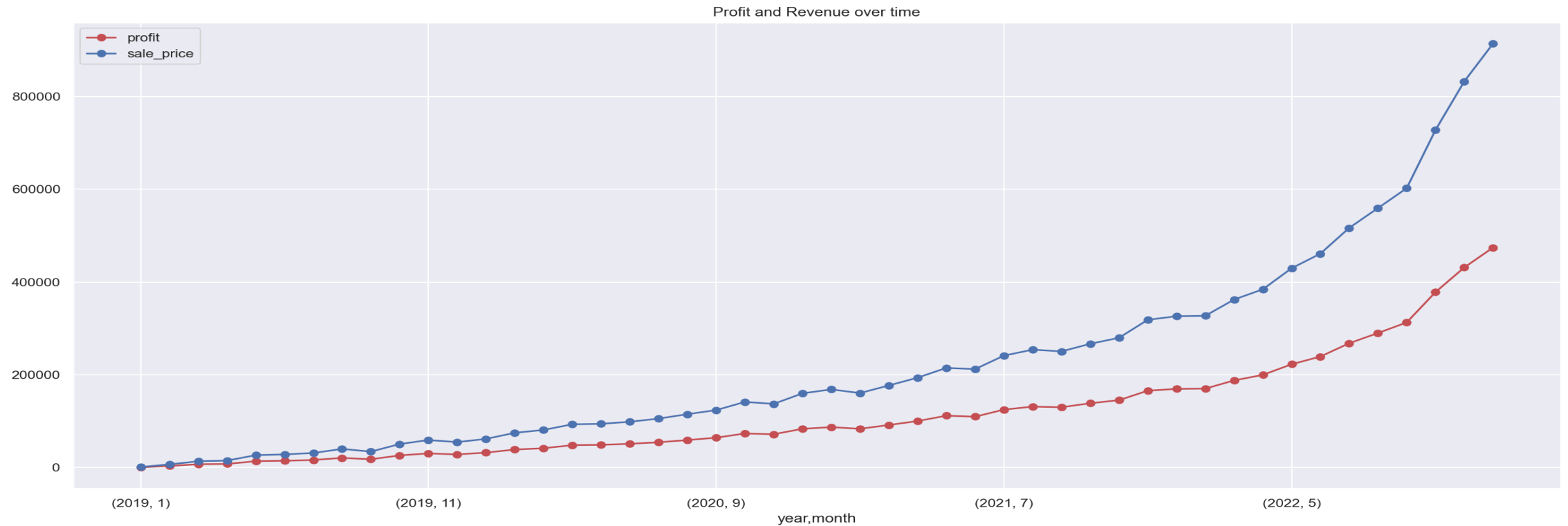
The Business: e-commerce

Background: theLook

- Opened January 2019
 - Products sold – Clothing for men and women
 - Online presence only
 - Distribution centers are all in US
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Current State: Revenue, Profit



- Revenue – close to 1M per month
- Profit – approx. 500k per month

Future focus: Setting the vision

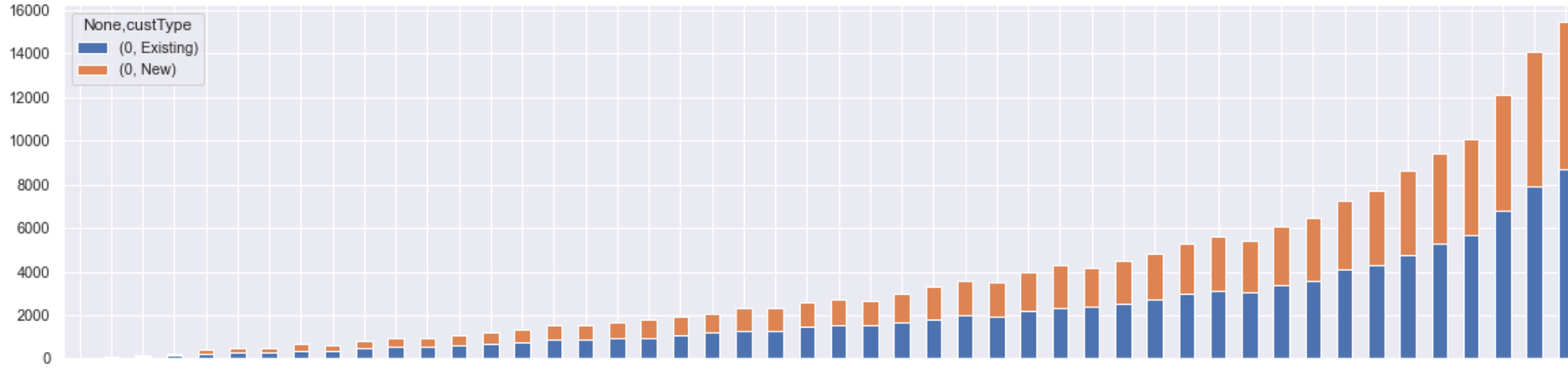
Changing pieces of the pie

- Should the company focus on selling more ads or loyalty programs?
 - Who is more valuable? A new customer or an existing customer?



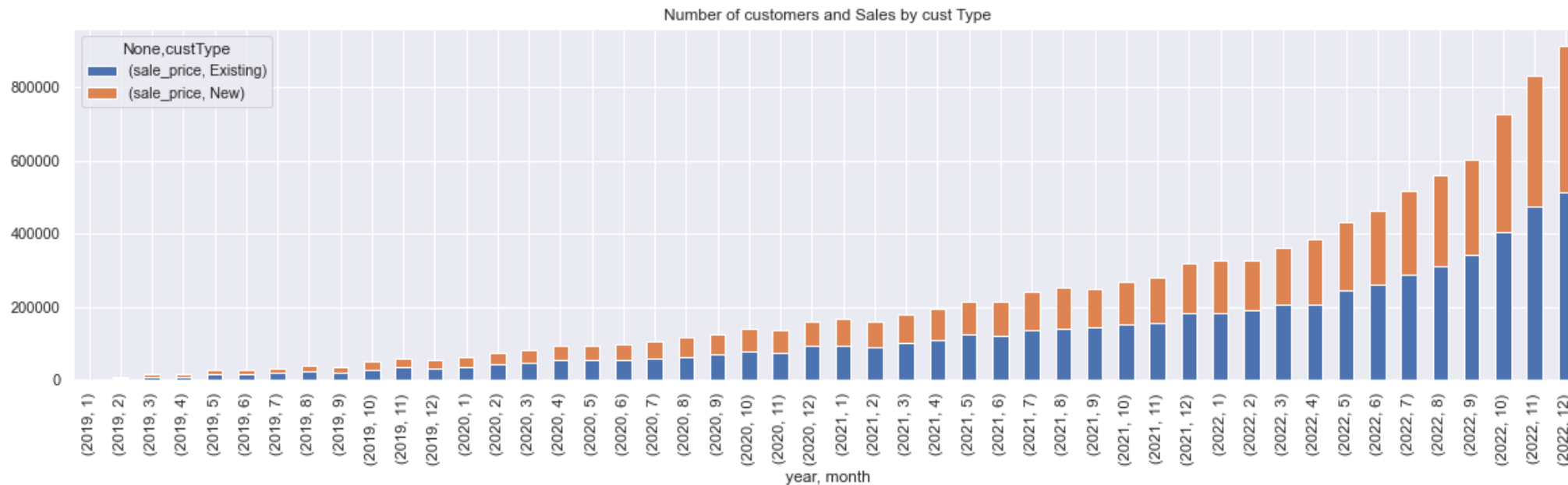


New or Existing: By the numbers, on the surface

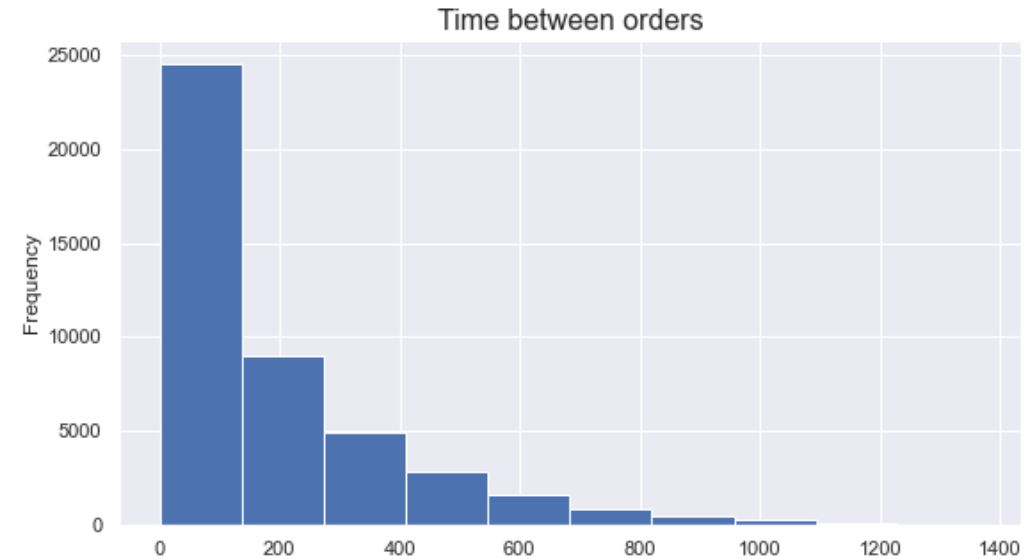


Changing
pieces of the
pie

- Number of customers is growing
- Sales is growing
- Overall consistent growth



Dive deeper: New or Existing?



Customer analysis

- Most of the customers have only ordered once
- Of the repeat orders, average time between orders is 83 days



Retention rate/acquiring rate

Growth rate of new customers



Rate of reorders from existing customers



Average amount spent per order

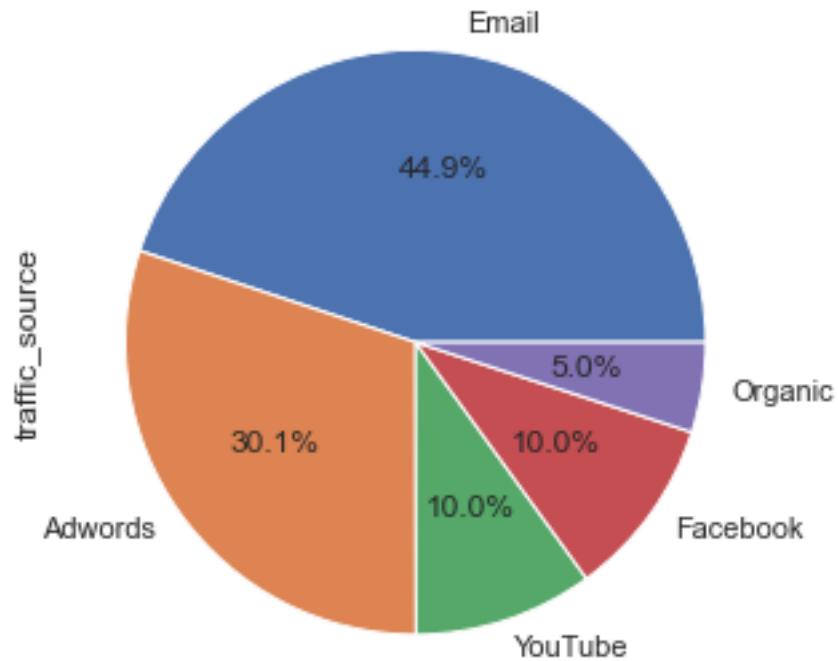
Average per order for existing customers: \$60

Average per order for new customers: \$59

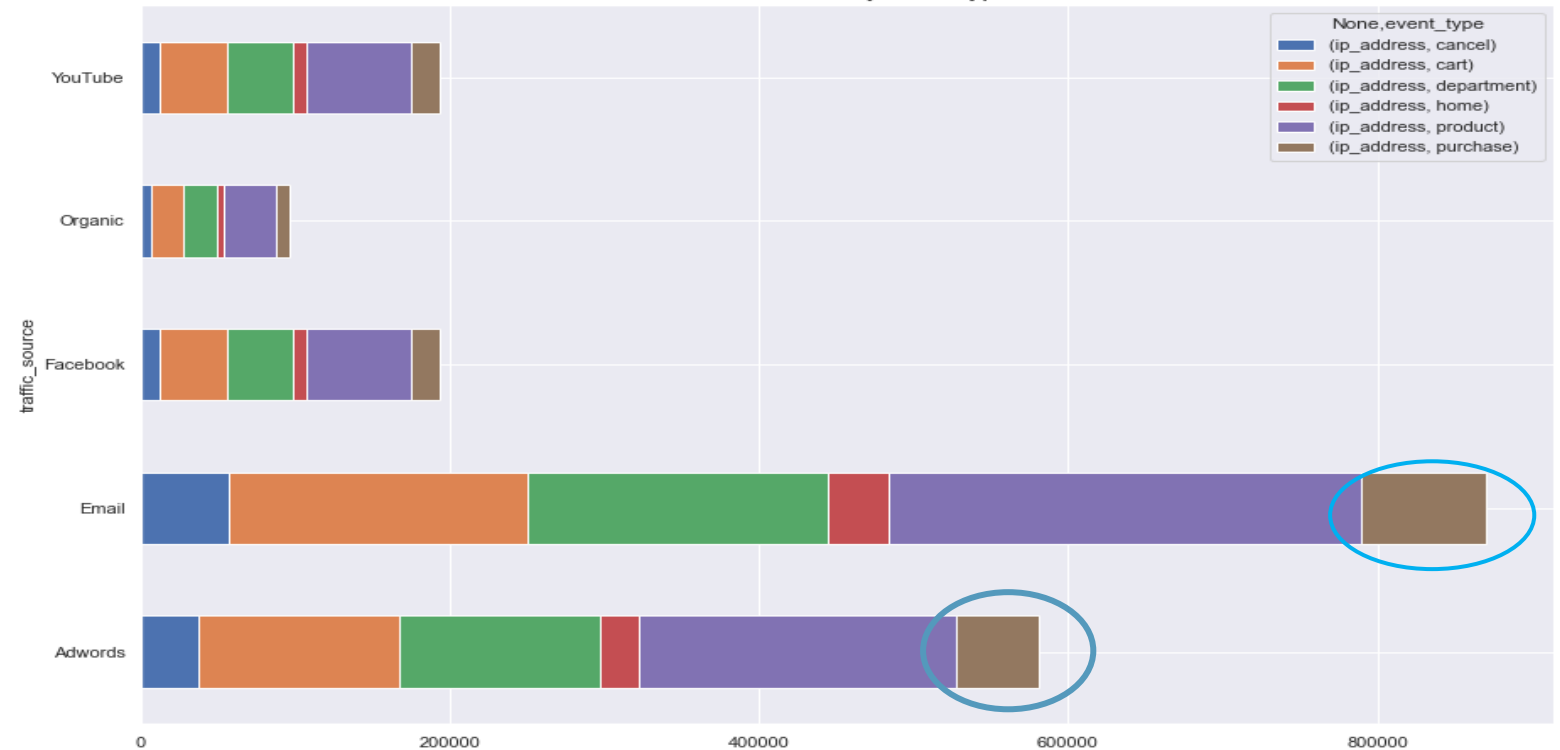


Event analysis: e-commerce

Traffic Source



Traffic source by event type



By the traffic

- Almost half of the customers arrive via email of that about 1 in 9 go on to purchase a product
- 2 out of 9 have added items to cart
- 1 in 12 arriving from ads go on to purchase
- One-third of those arriving from ads do add to the cart



Recommendations: The Future

- Customer – reorder rate is low
 - Emails are more effective in getting purchases
 - Ads take as far as adding to the cart
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- Conduct a basket analysis
 - Look at a recommendation system
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