**Marketing Analysis**

**Project Proposal**

**Introduction and Motivation:**

Amazon is a big player in the e-commerce sector, particularly in the Indian market. Generally, I love to work on ecommerce website so it’s enjoyable to work on Amazon Dataset. I am now working on a dataset that includes Indian women's summer dresses and information about their sales. On July 5, 1994, Jeff Bezos launched Amazon from his garage in Bellevue, Washington. The primary reason for selecting this business is to examine client behaviour and their interactions with this website. Given the diversity of India, Amazon faces several rivals, including Flipkart, Myntra, Snapdeal, and many others, who could have an impact on its sales.

**Dataset:**

I got Amazon dataset from [Kaggle](https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data). The data spans the months of March 2022 and June 2022, with 128976 rows and 22 columns (without cleaning; the number of rows and columns may change after cleaning). It focuses particularly on Amazon's online sales of women's Indian clothing. The fashion retail business is a subsection of the e-commerce industry, which deals in the purchasing and selling of products and services via the Internet and is focused on apparel and accessories.

By examining this dataset, we get to learn more about customer behaviour, preferences, and shopping habits in the context of e-commerce, particularly in Indian women's fashion. Understanding this information can be helpful for expanding product visibility, enhancing marketing campaigns, and maximizing sales performance on the Amazon platform for the targeted category.

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| FEATUES | DESCRIPTION |
| Date | Date of the sale. |
| Category | Type of the product. |
| Size | Size of the product. |
| Status | Status of the Sale. |
| Fulfilment | Method of fulfilment |
| Courier Status | Status of the courier. |
| Qty | Quantity of the product. |
| Ship City | City where product is delivered. |
| B2B | Whether it is Business to Business or Not |
| Style | Style of the product. |

**Market Problem:**

Upon examining the dataset, I discovered that it had several issues. The market is split into several client groups with comparable traits through customer segmentation. Customer segmentation will be carried out based on spending patterns, product consumption, merchant type, regional information, and behavioural factors. Segmentation is essentially a need for a business house in the current situation because it helps to designate the business aim to a different set of individuals which may boost the total portfolio as well as the value of any business firm. To solve those issues, I would be doing descriptive analysis. Identification of the target audience is also necessary because most purchases originate from a few states. To solve this problem, I would use diagnostic analysis and descriptive analysis.

**Problem Approach/Solving the problem:**

We can use segmentation to solve the problem.

* Data Cleaning
* Exploratory data analysis
* Visualization
* Models such as K-Means Clustering, RFM
* Conclusion

**Tools:**

* Python and its libraries such as NumPy, Pandas, Seaborn, Matplotlib
* Jupiter Notebook
* Tableau

**Timeline:**

I estimate that it would take six to seven weeks to finish the project.