# **MyOnlineShop Internship Program**

**Team Ace** **Week 1: Onboarding & Project Familiarization**  
**Submission Deadline:** 9am Wednesday, 16th July 2025

### **Welcome to MyOnlineShop**

**PRODUCT OVERVIEW**

MY ONLINE SHOP is a multi-category e-commerce platform focused on providing urban dwellers in Nigeria with a seamless shopping experience for on-trend Fashion, fresh Food sourced from local farms, and the latest Electronics. We aim to compete with industry leaders by offering carefully curated selections based on quality and local relevance, next-day delivery within Lagos for most items, competitive pricing driven by direct sourcing, and an intuitive, web-first user experience. Our commitment to personalized recommendations and proactive customer support will set us apart.

**WHY/PROBLEM**

Urban dwellers in Lagos state often face the frustration of spending hours navigating multiple online stores to find quality products, only to encounter unreliable vendors and unpredictable delivery times. Accessing fresh groceries can be a separate and equally time-consuming chore. Moreover, comparing prices and ensuring the authenticity of electronic goods across different platforms can be overwhelming and lead to trust issues. Shoppers desire a single, reliable platform that understands their needs and offers a personalized, hassle-free experience.

**SOLUTION OVERVIEW**

MY ONLINE SHOP addresses the challenges of fragmented online shopping by offering a unified platform where you can effortlessly browse and purchase a wide variety of fashion, food, and electronics in one convenient place. Our intelligent system goes beyond basic browsing by providing personalized product suggestions tailored to your unique preferences and past interactions, making discovery delightful and efficient.

We have engineered a seamless order management system coupled with a reliable and fast delivery network, ensuring a smooth experience from checkout to your doorstep. Your peace of mind is paramount, which is why we offer secure payment options, including a convenient wallet functionality for quicker transactions. Finally, our commitment to transparency extends to our clear and stress-free return and refund process, building trust and ensuring your satisfaction.

**BUSINESS AND PRODUCT GOAL**

Achieve a 95% customer satisfaction rating based on post-purchase surveys within the first year. Increase average order value by 15% within six months through personalized recommendations.

Attain a customer retention rate of 60% after one year. Product Goals: Ensure an average page load time of under 3 seconds across all devices. Enable product discovery within three clicks or less for 80% of user journeys. Achieve a 90% successful order completion rate. Drive a 10% increase in conversion rate from personalized recommendations within the first three months of implementation.

### **What You’re Doing This Week: Learning the Landscape**

Your first week as a Data Analytics Intern is all about getting grounded in the business, the product, and the data you’ll be working with. You’ll start by exploring what MyOnlineShop stands for, what problems we’re addressing, and what success looks like from a data-driven perspective.

You’ll also get hands-on with sample data to build a mental (and visual) map of how different parts of the business are represented in our data — such as customers, orders, products, and transactions. The insights you gather here will become the foundation for more advanced tasks in the weeks ahead.

### **This Week’s Objectives**

By the end of this week, you should understand the core of MyOnlineShop’s business model and product vision, be familiar with our key performance metrics, and feel comfortable navigating the sample datasets we will provide in subsequent tasks. You should also be able to visualize how different tables relate to one another in a structured data environment.

### **Detailed Task Breakdown**

Start by reviewing the product documentation provided to you during onboarding. This includes MyOnlineShop’s mission, business and product goals, and the company’s unique approach to solving key problems in the Nigerian e-commerce space. Pay attention to who we serve (our target demographic), what makes us different from competitors like Jumia or Konga, and how our features are designed to address specific pain points.

Next, identify ten metrics that are especially important to a platform like ours. These should reflect areas like customer behavior, operational efficiency, user satisfaction, or marketing effectiveness. For example, average order value (AOV) is likely to be relevant. You should not only define each metric clearly but also explain why it’s important for a platform like ours — how it would help the business improve, grow, or optimize user experience.

Finally, using what you've learned from the business, construct an **Entity-Relationship Diagram (ERD)** that shows how the datasets (tables) should be connected. Your diagram should visualize the relationships between tables like customers, products, orders, and transactions. For example, each customer can place many orders, and each order can include multiple products. If you’re new to ERDs, don’t worry — this is your chance to learn how to map data relationships in a structured, visual way. You can create your diagram using tools like Draw.io, Lucidchart, or even by sketching it out and scanning it.

### **Your Deliverables (Due 9am Wednesday, 16th July 2025)**

You will be expected to present two main outputs by the end of the week:

1. A two-slide summary describing the ten key metrics you’ve chosen, including a clear definition of each and an explanation of its relevance to MyOnlineShop’s goals.
2. A well-organized ERD showing how the different tables in your mock dataset connect to one another. This should include key fields (like customer ID, order ID, product ID) and the type of relationship (one-to-many, many-to-many, etc.).

You will share and explain your work during our weekly Friday stand-up. You’ll also have the opportunity to ask questions, get feedback, and hear what your fellow interns discovered during the week.

### **My Tips to You**

Focus on clarity over complexity. This week isn’t about building sophisticated models — it’s about building a strong foundation. Show that you understand how the business works, how it’s represented in data, and how different parts of the customer journey connect. Don’t hesitate to reach out if you need clarification or support. Your curiosity and initiative are what will make you thrive during this internship.

**Note:** Adding References and Citations to show your source will give your work more credibility.

#### **Submission Details:**

Each group must submit a **Google Docs link** to their report via email to [**gabrileyashim405@gmail.com**](mailto:gabrileyashim405@gmail.com) .

**File Naming Format:**<Team name>-<Week number>: <Group name>

**Example:**Team Ace-Week 1: Group Ace

**Important:**

* Ensure the document is set to **“Anyone with the link can view”** before submitting.
* Ensure to list the name of every Group member that participated, and copy them on the email.
* The email **subject line** should be: **"Team Ace - Week 1 Submission: [Full Name]"**.