



e-commerce

# PROJECT/GOALS

- Loading CSV files into database (terminal/import)
- Transformations  
(timestamp, nulls, datatypes)
- Data Cleaning
- QA Process
- Extracting data to a database
- Developing insights



# THE PROCESS

(Step 1: Loading CSV Files into Database)

(Step 2: Data Cleaning)

(Part 3: Starting with Questions)

(Step 4: Starting with Data)

(Step 5: QA Process)

(Part 6: Generate ERD)

(Step 6: Results)

(Step 7: Conclusion)

(Step 8: Future Goals)





# STARTING WITH QUESTIONS:

- Noticed that there is a pattern with products such as (Home security + electronics)

NestA Protect Smoke + CO Black Wired Alarm-USA
NestA Cam Outdoor Security Camera - USA
NestA Cam Indoor Security Camera - USA



# TOP SELLING PRODUCTS:

City	Country	Product Name
Atlanta	United States	Reusable Shopping Bag
Sunnyville	United States	SPF-15 Slim & Slender Lip Balm
Tel Aviv-Yafo	Israel	NestA Protect Smoke + CO Black Wired Alarm-USA
Los Angeles	United States	NestA Cam Outdoor Security Camera - USA
Sydney	Australia	NestA Cam Indoor Security Camera - USA
Seattle	United States	NestA Cam Indoor Security Camera - USA
Chicago	United States	NestA Learning Thermostat 3 <sup>rd</sup> Gen-USA – Stainless Steel
Palo Alto	United States	NestA Cam Outdoor Security Camera - USA
San Francisco	United States	NestA Protect Smoke + CO Black battery Alarm-USA
Nashville	United States	NestA Learning Thermostat 3 <sup>rd</sup> Gen-USA – Stainless Steel



## CITIES WITH HIGHEST REVENUE:

City	Country
Los Angeles	United States
San Francisco	United States



# QA PROCESS

Task 1: Data Profiling

Task 2: Data Validation

Task 3: Data Cleansing

Task 4: Testing

- Null values
- Outliers
- Filtering data
- Cleaning data
- Data integrity



# RESULTS

- Data was not clean
- Lots of data cleaning
- Inconsistent data
- Multiple transformations
- Null values
- Changing time
- San Francisco(highest revenue/sales)
- No pattern found
- Men's/electronics/personal items were most popular





## CHALLENGES:

- Having to create project from scratch
- Transformations
- Null values
- Lack of connection between the tables
- Having to change the time
- Having to create project from scratch
- Having to manually add columns/tables
- Files were Excel files that had to be imported



## FUTURE GOALS:

- I would go in depth with data cleaning process
- More transformations
- Troubleshooting
- Educate others about what I had learned
- Learn more/gain more knowledge