thelook

IVAN SUDIBYO

“The journey of a thousand miles
begins with a single step”

—LAO TZU

ABOUT US

THELOOK

OUR COMPANY

thelook has been known as a leading fashion e-commerce brand.

01

Filter Enter property name or value

	Field name	Type	Mode
☐	status	STRING	NULLABLE
☐	month	INTEGER	NULLABLE
☐	year	INTEGER	NULLABLE
☐	revenue	FLOAT	NULLABLE
☐	order_count	INTEGER	NULLABLE
☐	customers_order	INTEGER	NULLABLE

SCHEMA DETAILS PREVIEW

Row	status	month	year	revenue	order_count	customers_...
1	Shipped	1	2019	114.949996...	3	3
2	Shipped	2	2019	2298.22999...	22	22
3	Shipped	3	2019	4590.60999...	50	50
4	Shipped	4	2019	4507.46000...	56	56
5	Shipped	5	2019	8415.30998...	82	81
6	Shipped	6	2019	6858.50003...	104	104
7	Shipped	7	2019	9081.89000...	127	125
8	Shipped	8	2019	12619.1699...	146	144
9	Shipped	9	2019	16863.0999...	195	195
10	Shipped	10	2019	16842.5899...	201	201

01_link

	year	Values						
	2019		2020		2021		2022	
status	SUM of revenue	SUM of customers_order	SUM of revenue	SUM of customers_order	SUM of revenue	SUM of customers_order	SUM of revenue	SUM of customers_order
Cancelled	61.141,13	718,00	230.337,94	2.649,00	478.740,93	5.510,00	643.008,66	7.347,00
Complete	99.393,28	1.206,00	366.252,28	4.133,00	795.297,18	8.996,00	1.066.833,50	12.338,00
Processing	81.376,08	894,00	301.739,55	3.439,00	637.363,93	7.339,00	863.725,20	9.910,00
Returned	40.393,16	456,00	163.375,28	1.802,00	303.998,21	3.574,00	425.883,39	4.796,00
Shipped	127.162,31	1.463,00	438.661,15	5.045,00	951.980,90	10.925,00	1.298.629,92	14.899,00

link_spreadsheet

- The revenue complete value has grow every year
- The returned value has grow every year

02

Filter Enter property name or value

Field name	Type	Mode
month	INTEGER	NULLABLE
year	INTEGER	NULLABLE
revenue	FLOAT	NULLABLE
order_count	INTEGER	NULLABLE
customers_order	INTEGER	NULLABLE
AOV	FLOAT	NULLABLE
Frequencies	FLOAT	NULLABLE

SCHEMA DETAILS PREVIEW

Row	month	year	revenue	order_count	customers_...	AOV	Frequencies
1	1	2019	234.409998...	6	6	39.0683331...	1.0
2	2	2019	1135.15001...	13	13	87.3192319...	1.0
3	3	2019	1845.28000...	29	29	63.6303449...	1.0
4	4	2019	4154.41999...	55	55	75.5349090...	1.0
5	5	2019	5051.30001...	74	73	68.2608110...	1.01369863...
6	6	2019	7359.36999...	89	88	82.6895504...	1.01136363...
7	7	2019	9007.07998...	107	107	84.1783176...	1.0
8	8	2019	13034.0100...	147	145	88.6667349...	1.01379310...
9	9	2019	12771.0599...	155	154	82.3939354...	1.00649350...

02_link

year	month	SUM of customers_order	SUM of AOV	SUM of Frequencies	SUM of revenue
2019	1	6	39,07	1,00	234,41
	2	13	87,32	1,00	1.135,15
	3	29	63,63	1,00	1.845,28
	4	55	75,53	1,00	4.154,42
	5	73	68,26	1,01	5.051,30
	6	88	82,69	1,01	7.359,37
	7	107	84,18	1,00	9.007,08
	8	145	88,67	1,01	13.034,01
	9	154	82,39	1,01	12.771,06
	10	156	83,08	1,01	13.044,01
	11	187	86,89	1,00	16.249,13
	12	193	79,94	1,01	15.508,06
2020	1	219	86,09	1,00	18.853,51
	2	232	94,83	1,00	21.999,78
	3	283	100,14	1,00	28.338,69
	4	251	85,83	1,00	21.542,36
	5	341	85,99	1,00	29.323,78
	6	281	95,92	1,00	27.049,36
	7	348	93,82	1,01	32.930,17
	8	363	82,11	1,00	29.887,88
	9	408	89,79	1,01	36.904,45
	10	432	83,08	1,01	36.224,53
	11	462	87,23	1,01	40.560,06
	12	513	82,47	1,01	42.637,71
2021	1	549	90,69	1,01	50.149,67
	2	516	84,89	1,00	43.886,28
	3	644	89,64	1,00	57.998,04
	4	609	92,75	1,00	56.760,18
	5	637	87,08	1,01	56.081,75
	6	719	87,04	1,01	62.927,49
	7	749	81,33	1,00	61.158,28
	8	811	90,19	1,01	73.683,76
	9	817	86,93	1,01	71.453,53
	10	879	90,81	1,01	80.823,21
	11	1003	85,35	1,01	86.206,36
	12	1063	87,60	1,01	94.168,63
2022	1	1164	89,40	1,01	105.131,50
	2	1148	83,90	1,01	97.570,07
	3	1316	82,80	1,01	109.954,45
	4	1374	87,51	1,01	120.940,85
	5	1467	83,29	1,01	123.351,14
	6	1666	82,75	1,01	138.856,32
	7	1888	87,46	1,02	168.532,30
	8	2315	85,62	1,02	202.496,87

year	AVERAGE of AOV	SUM of revenue
2019	76,80	99.393,28
2020	88,94	366.252,28
2021	87,86	795.297,18
2022	85,34	1.066.833,50

[link spreadsheet]

03

Filter Enter property name or value

	Field name	Type	Mode
☐	name	STRING	NULLABLE
☐	email	STRING	NULLABLE
☐	id	INTEGER	NULLABLE
☐	order_count	INTEGER	NULLABLE
☐	month	INTEGER	NULLABLE
☐	year	INTEGER	NULLABLE

SCHEMA DETAILS PREVIEW

Row	name	email	id	order_count	month	year
1	Aaron Cruz	aaroncruz@example.com	18153	1	8	2022
2	Aaron Fry	aaronfry@example.org	84795	1	8	2022
3	Aaron Glenn	aaronglenn@example.net	83289	1	8	2022
4	Aaron Marquez	aaronmarquez@example.com	52169	1	8	2022
5	Aaron Morris	aaronmorris@example.net	25446	1	8	2022
6	Aaron Rodriguez	aaronrodriguez@example.org	26930	1	8	2022
7	Aaron Watson	aaronwatson@example.org	48124	1	8	2022
8	Adam Adkins	adamadkins@example.org	46185	1	8	2022
9	Adam Smith	adamsmith@example.org	30907	1	8	2022
10	Adam Webb	adamwebb@example.org	32977	1	8	2022
11	Adriana Flores	adrianaflores@example.net	22615	1	8	2022
12	Aimee Bartlett	aimeebartlett@example.net	93348	1	8	2022

03_link

name	SUM of order_count
William Ferguson	2
William Brady	2
Teresa Jackson	2
Tammy Hawkins	2
Steven Russell	2
Ronald Thompson	2
Michael Jones	2
Michael Gonzales	2
Matthew Lewis	2
Mary Moore	2
Kimberly Martin	2
Justin Wright	2
Elizabeth Ramirez	2
Dennis Moore	2
Andrew Jones	2
Zachary Bullock	1
Zachary Black	1

link_spreadsheet

04

Row	id	name	percent_ma...	retail_price	cost	category	order_count	profit
1	8034	Jessica London Plus Size Two-...	49.2537317...	109.989997...	73.6932983...	Clothing Sets	1	36.2966995...
2	8054	Woman Within Plus Size Petite ...	49.2537317...	99.9899978...	66.9932983...	Clothing Sets	1	32.9966994...
3	8052	N.G.U. Designs 2 piece jacket long skirt spilt up the front with studs	49.4768319...	120.0	80.2799995...	Clothing Sets	2	39.7200004...
4	8044	Scrunch Cloth Pants Set / Pant...	51.5151523...	59.0	38.9399997...	Clothing Sets	2	20.0600002...
5	8030	Calvin Klein Women's MSY Vel...	51.9756847...	50.0	32.8999998...	Clothing Sets	2	17.1000001...

4a_link
4b_link

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS

Row	id	name	percent_ma...	retail_price	cost	category	order_count	profit
1	7614	Eddie Bauer Signature Stretch ...	202.114800...	149.949996...	49.6334495...	Blazers & Jackets	2	100.316547...
2	7590	Ulla Popken Plus Size Soutach...	202.114800...	89.0	29.4590003...	Blazers & Jackets	2	59.5409996...
3	7921	Rebecca Minkoff Women's Bec...	202.114800...	378.0	125.118001...	Blazers & Jackets	2	252.881998...
4	7579	Kenneth Cole Women's Structu...	202.114800...	149.5	49.4845005...	Blazers & Jackets	1	100.015499...
5	7760	Plus Size Black Jazzy Jacket	202.114800...	34.9900016...	11.5816906...	Blazers & Jackets	1	23.4083109...

Filter Enter property name or value

Field name	Type	Mode
id	INTEGER	NULLABLE
name	STRING	NULLABLE
percent_margin	FLOAT	NULLABLE
retail_price	FLOAT	NULLABLE
cost	FLOAT	NULLABLE
category	STRING	NULLABLE
order_count	INTEGER	NULLABLE
profit	FLOAT	NULLABLE

- Profitability has been calculated by percent margin
- 5 highest profitability are blazers & jackets
- 5 lowest profitability are clothing sets
- The order counts only between 1 and 2

05

Filter Enter property name or value

Field name	Type	Mode
month	INTEGER	NULLABLE
year	INTEGER	NULLABLE
category	STRING	NULLABLE
profit	FLOAT	NULLABLE

SCHEMA DETAILS PREVIEW

Row	month	year	category	profit
1	6	2022	Swim	30.3789711...
2	6	2022	Jeans	46.8840178...
3	6	2022	Pants	31.8181126...
4	6	2022	Socks	7.17949176...
5	6	2022	Active	37.4729943...
6	6	2022	Shorts	22.6493627...
7	6	2022	Sweaters	39.1773036...
8	6	2022	Underwear	13.9470795...
9	6	2022	Accessories	24.5752008...
10	6	2022	Tops & Tees	18.6016775...
11	6	2022	Sleep & Lounge	23.2461687...
12	6	2022	Outerwear & Coats	80.7842500...
13	6	2022	Suits & Sport Coats	70.7132008...

05_link
5a_link
5b_link
5c_link
5_unrealized

AVERAGE of profit	month		
category	6	7	8
Outerwear & Coats	80,78	91,44	96,92
Suits & Sport Coats	70,71	65,06	75,27
Blazers & Jackets	61,76	64,66	63,75
Jeans	46,88	47,04	46,93
Dresses	40,59	41,86	45,66
Suits	43,55	36,76	38,39
Sweaters	39,18	35,06	42,12
Active	37,47	36,71	25,64
Pants	31,82	32,86	31,62
Clothing Sets	33,00	34,22	25,12
Maternity	25,62	27,63	36,91
Skirts	28,67	23,88	35,10
Swim	30,38	26,98	27,97
Accessories	24,58	27,29	29,32
Pants & Capris	30,26	24,70	25,67
Fashion Hoodies & Sweatshirts	26,41	25,91	23,17
Sleep & Lounge	23,25	25,14	22,04
Shorts	22,65	21,16	21,10
Plus	17,86	17,49	29,34
Tops & Tees	18,60	18,95	18,67
Intimates	15,39	15,92	16,79
Underwear	13,95	14,56	14,92
Jumpsuits & Rompers	8,77	16,23	10,07
Socks & Hosiery	9,70	12,94	9,07
Leggings	7,78	8,86	10,64
Socks	7,18	7,25	6,97

link_spreadsheet ; realized profit visualization
link_spreadsheet2 ; unrealized profit visualization

06

SCHEMA DETAILS PREVIEW

Filter Enter property name or value

Field name	Type	Mode
product_category	STRING	NULLABLE
month	DATE	NULLABLE
inventory_count_prev	INTEGER	NULLABLE
inventory_count	INTEGER	NULLABLE
percent_change	NUMERIC	NULLABLE

6_link

SCHEMA DETAILS PREVIEW

Row	product_category	month	inventory_c...	inventory_c...	percent_cha...
1	Accessories	2019-03-01	27	25	-7.4074074
2	Accessories	2019-04-01	28	83	196.4285714
3	Accessories	2019-05-01	17	120	605.8823529
4	Accessories	2019-06-01	188	189	0.5319149
5	Accessories	2019-07-01	301	233	-22.5913621
6	Accessories	2019-08-01	193	214	10.880829
7	Accessories	2019-09-01	344	292	-15.1162791
8	Accessories	2019-10-01	273	340	24.5421245
9	Accessories	2019-11-01	267	278	4.1198502
10	Accessories	2019-12-01	412	280	-32.038835
11	Accessories	2020-01-01	508	288	-43.3070866
12	Accessories	2020-02-01	181	339	87.2928177

link_spreadsheet; visualization

07

SCHEMA DETAILS PREVIEW

Filter Enter property name or value

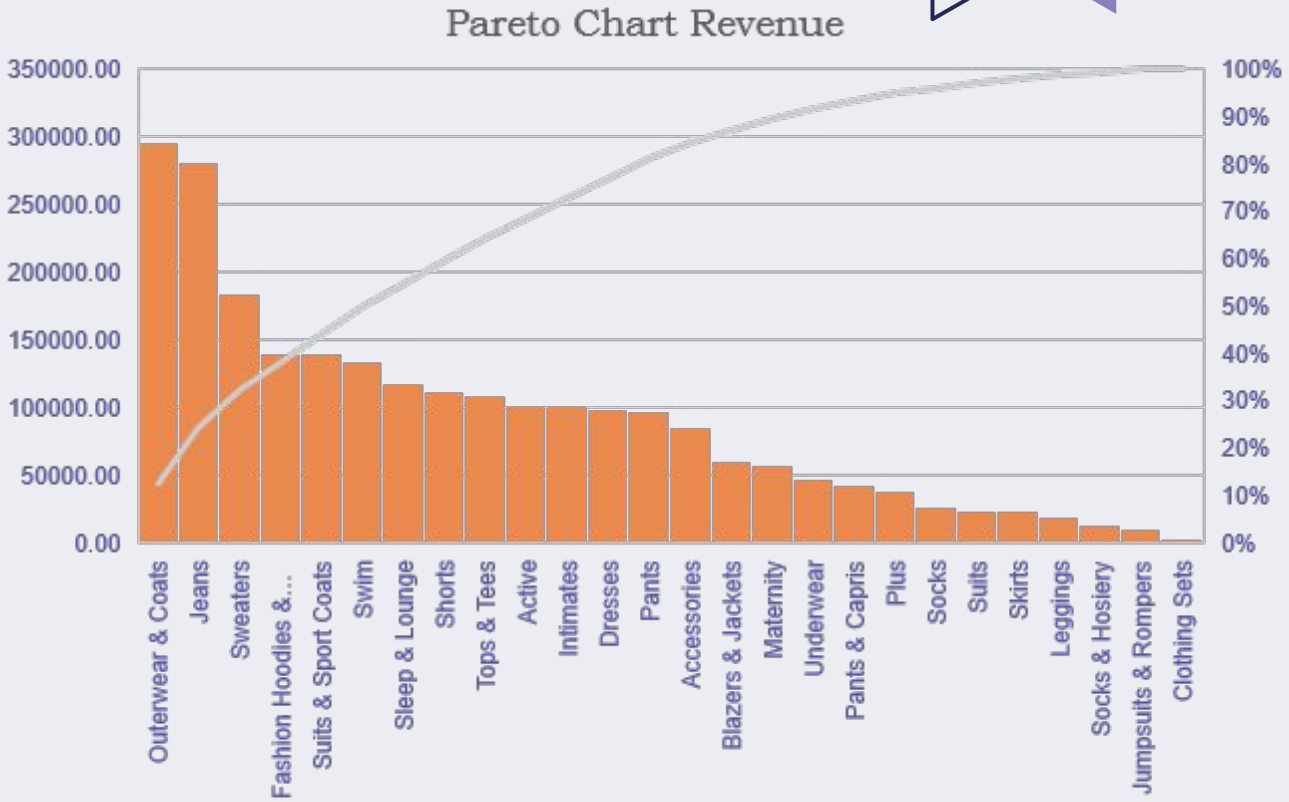
Field name	Type	Mode
cohort_month	DATE	NULLABLE
month_number	INTEGER	NULLABLE
cohort_size	INTEGER	NULLABLE
total_users	INTEGER	NULLABLE
percentage	NUMERIC	NULLABLE

SCHEMA DETAILS PREVIEW

Row	cohort_mon...	cohort_size	month_num...	total_users	percentage
1	2022-08-01	1911	0	1911	100
2	2022-08-01	1911	1	137	7.1690215
3	2022-08-01	1911	2	6	0.3139717
4	2022-09-01	2522	0	2522	100
5	2022-09-01	2522	1	109	4.3219667
6	2022-01-01	1049	0	1049	100
7	2022-01-01	1049	1	37	3.5271687
8	2022-01-01	1049	2	11	1.0486177
9	2022-01-01	1049	3	20	1.9065777
10	2022-01-01	1049	4	10	0.9532888
11	2022-01-01	1049	5	13	1.2392755
12	2022-01-01	1049	6	17	1.620591
13	2022-01-01	1049	7	16	1.5252622
14	2022-01-01	1049	8	21	2.0019066

7_link
7b_link; revenue
7c_link; status not complete

link_spreadsheet
link spreadsheet2
link spreadsheet3 ; visualization



link_spreadsheet

How to raise retention rate?

GOAL 2

Increase the quality, promotion, activation and branding

GOAL 1

Retain customer attachment; customer loyalty program, personalize the buyer's journey

GOAL 3

Focus on growing products

GOAL 4

Promote to the segment market

link_spreadsheet

GOAL 5

Monitoring and evaluate inventory delivery and shipping

SYNTAX

01

```sql
SELECT
o.status,
EXTRACT(MONTH FROM o.created_at)AS month,
EXTRACT(YEAR FROM o.created_at) AS year,
SUM(oi.sale_price) AS revenue,
count(DISTINCT o.order_id) AS order_count
,
count(DISTINCT o.user_id) AS customers_or
der,

FROM
  `bigquery-public-data.thelook_ecommerce
.orders` o
LEFT JOIN
  `bigquery-public-data.thelook_ecommerce
.order_items` oi
ON
  o.order_id = oi.order_id
where
o.created_at between '2019-01-01 00:00:00
 UTC' and '2022-08-31 11:59:59 UTC'
GROUP BY
  o.status,month,year
```

02

```sql
SELECT
EXTRACT(MONTH FROM o.created_at)AS month,
EXTRACT(YEAR FROM o.created_at) AS year,
SUM(oi.sale_price) AS revenue,
COUNT(DISTINCT o.order_id) AS order_count,
COUNT(DISTINCT o.user_id) AS customers_order,
SUM(oi.sale_price)/COUNT(DISTINCT o.order_id) AS AOV,
COUNT(DISTINCT o.order_id)/COUNT(DISTINCT o.user_id) AS Frequenci
es,

FROM
  `bigquery-public-data.thelook_ecommerce.orders` o
LEFT JOIN
  `bigquery-public-data.thelook_ecommerce.order_items` oi
ON
  o.order_id = oi.order_id
where
oi.status in ('Complete') and
o.created_at between '2019-01-01 00:00:00 UTC' and '2022-08-31 11
:59:59 UTC'
GROUP BY
  month,year

ORDER BY
```

03

```
SELECT
CONCAT(users.first_name, ' ', users.last_name) as name,
users.email,
users.id,
count(DISTINCT o.order_id) AS order_count,
EXTRACT(MONTH FROM o.created_at)AS month,
EXTRACT(YEAR FROM o.created_at) AS year,
FROM
  `bigquery-public-data.thelook_ecommerce.users` users
left JOIN
`bigquery-public-data.thelook_ecommerce.order_items` o
ON
users.id = o.user_id

where
o.status in ('Returned') and
o.created_at between '2022-08-01 00:00:00 UTC' and '2022-08-31 11:59
:59 UTC'
GROUP BY
users.email, users.id, name,month,year
ORDER BY
```

04

```sql
 -- Products with 5 highest margins
SELECT distinct
  p.id, p.name, ((p.retail_price - p.cost)/p.cost)*100 as percent_margin, p.re
tail_price, p.cost, p.category, count(DISTINCT oi.order_id) AS order_count,
  (retail_price - cost) as profit,
FROM
  `bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
WHERE
oi.status in ('Complete')
group by
p.name,p.id,p.retail_price,p.cost,p.category
ORDER BY
  percent_margin DESC
LIMIT
  5;
```

```sql
 -- Products with 5 lowest margins
SELECT distinct
  p.id, p.name, ((p.retail_price - p.cost)/p.cost)*100 as percent_margin, p.re
tail_price, p.cost, p.category, count(DISTINCT oi.order_id) AS order_count,
  (retail_price - cost) as profit,
FROM
  `bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
WHERE
oi.status in ('Complete')
group by
p.name,p.id,p.retail_price,p.cost,p.category
ORDER BY
  percent_margin ASC
LIMIT
  5;
```

05

```
--month1-3
SELECT
EXTRACT(MONTH FROM oi.created_at)AS month,
EXTRACT(YEAR FROM oi.created_at) AS year,
p.category,
avg(retail_price - cost) as profit,
FROM
  `bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
where
oi.status in ('Complete') and
oi.created_at between '2022-06-01 00:00:00 UTC' and '2022-08-1
5 11:59:59 UTC'
GROUP BY category,month, year
order by
year,month
```

```sql
--month3--
SELECT
EXTRACT(MONTH FROM oi.created_at)AS month,
EXTRACT(YEAR FROM oi.created_at) AS year,
p.category,
avg(retail_price - cost) as profit,

FROM
  `bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
where
oi.status in ('Complete') and
oi.created_at between '2022-06-01 00:00:00 UTC' and '2022-08-15 11:59
:59 UTC'
GROUP BY category,month, year
order by
year,month
```

```sql
--month2--
SELECT
EXTRACT(MONTH FROM oi.created_at)AS month,
EXTRACT(YEAR FROM oi.created_at) AS year,
p.category,
avg(retail_price - cost) as profit,

FROM
  `bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
where
oi.status in ('Complete') and
oi.created_at between '2022-06-01 00:00:00 UTC' and '2022-07-15 1
1:59:59 UTC'
GROUP BY category,month, year
order by
year,month
```

```sql
--month 1--
SELECT
EXTRACT(MONTH FROM oi.created_at)AS month,
EXTRACT(YEAR FROM oi.created_at) AS year,
p.category,
avg(retail_price - cost) as profit,

FROM
`bigquery-public-data.thelook_ecommerce.products` p
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi
on
oi.product_id=p.id
where
oi.status in ('Complete') and
oi.created_at between '2022-06-01 00:00:00 UTC' and '2022-06-15 11:59:59
UTC'
GROUP BY category,month, year
order by
year,month
```

```
select*,
(cast((inventory_count-inventory_count_prev)as decimal)/inventory_count_prev*100) as percent_change

from
(

select
product_category,
month,
LAG(inventory_count) OVER(ORDER BY month) inventory_count_prev,
inventory_count,

from
(
select
i.product_category,
date(date_trunc(oi.created_at,MONTH)) month,
count(DISTINCT i.id) AS inventory_count,

FROM
`bigquery-public-data.thelook_ecommerce.inventory_items` i
LEFT JOIN
`bigquery-public-data.thelook_ecommerce.order_items` oi

on
oi.product_id=i.product_id

where
oi.status in ('Complete') and
oi.created_at between '2019-01-01 00:00:00 UTC' and '2022-04-30 11:59:59 UTC'

group by
product_category,month

) obs
order by product_category, month
)
```

```sql
with cohort_items as (
select
oi.user_id as user_id,
min(date(date_trunc(oi.created_at, MONTH))) as cohort_month,
from `bigquery-public-data.thelook_ecommerce.order_items` oi
where oi.status in ('Complete')
GROUP BY oi.user_id
),
user_activities as (
select
oi.user_id as user_id,
DATE_DIFF(date(date_trunc(oi.created_at, MONTH)),cohort.cohort_month,MONTH) as month_number,
from `bigquery-public-data.thelook_ecommerce.order_items` oi
left join
cohort_items cohort ON oi.user_id=cohort.user_id
where extract(year from cohort.cohort_month) in (2022)
and oi.status in ('Complete')
group by oi.user_id,month_number
),
cohort_size as(
SELECT cohort_month,
count(cohort.user_id) as num_users
from cohort_items cohort
GROUP BY cohort.cohort_month
ORDER BY cohort.cohort_month
),
retention_table as(
select
cohort.cohort_month,
activities.month_number,
count(cohort.user_id) as num_users
from user_activities activities
left join cohort_items cohort on activities.user_id=cohort.user_id
GROUP BY cohort.cohort_month,month_number
)
```

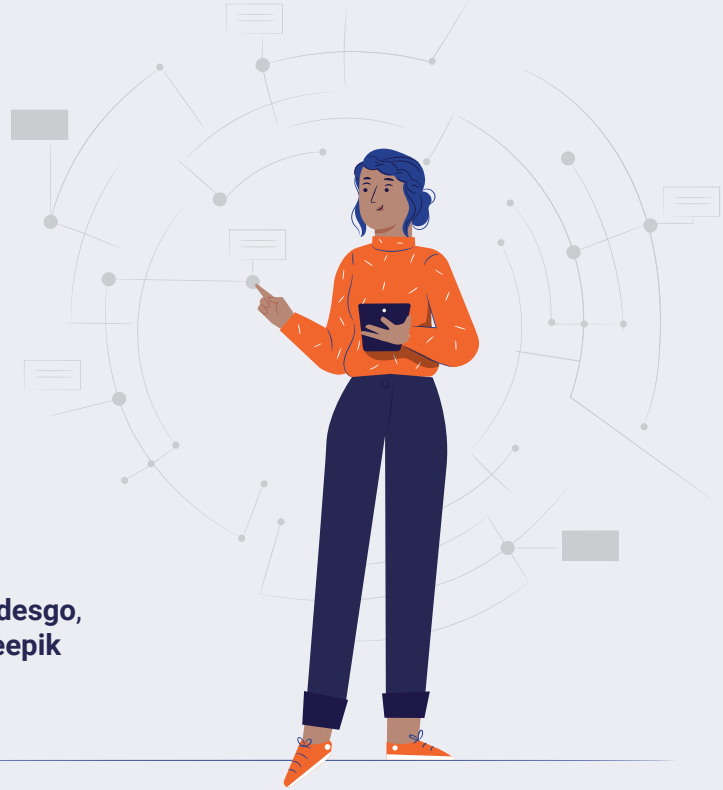
```
-- our final value (cohort_month, size, month_number, percentage)

select
retention.cohort_month,
retention.month_number,
size.num_users as cohort_size,
retention.num_users as total_users,
cast(retention.num_users as decimal)/size.num_users*100 as percentage
from retention_table retention
left join
cohort_size size on retention.cohort_month=size.cohort_month

where retention.cohort_month is NOT NULL
order by retention.cohort_month, month_number
```

THANKS!

Do you have any questions?

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