

# From Clicks to Conversions

Team A05

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# Agenda

Introduction

Data Description - ERD

Users and Sales

Website Traffic

Operation

- Distribution Center
- Inventory

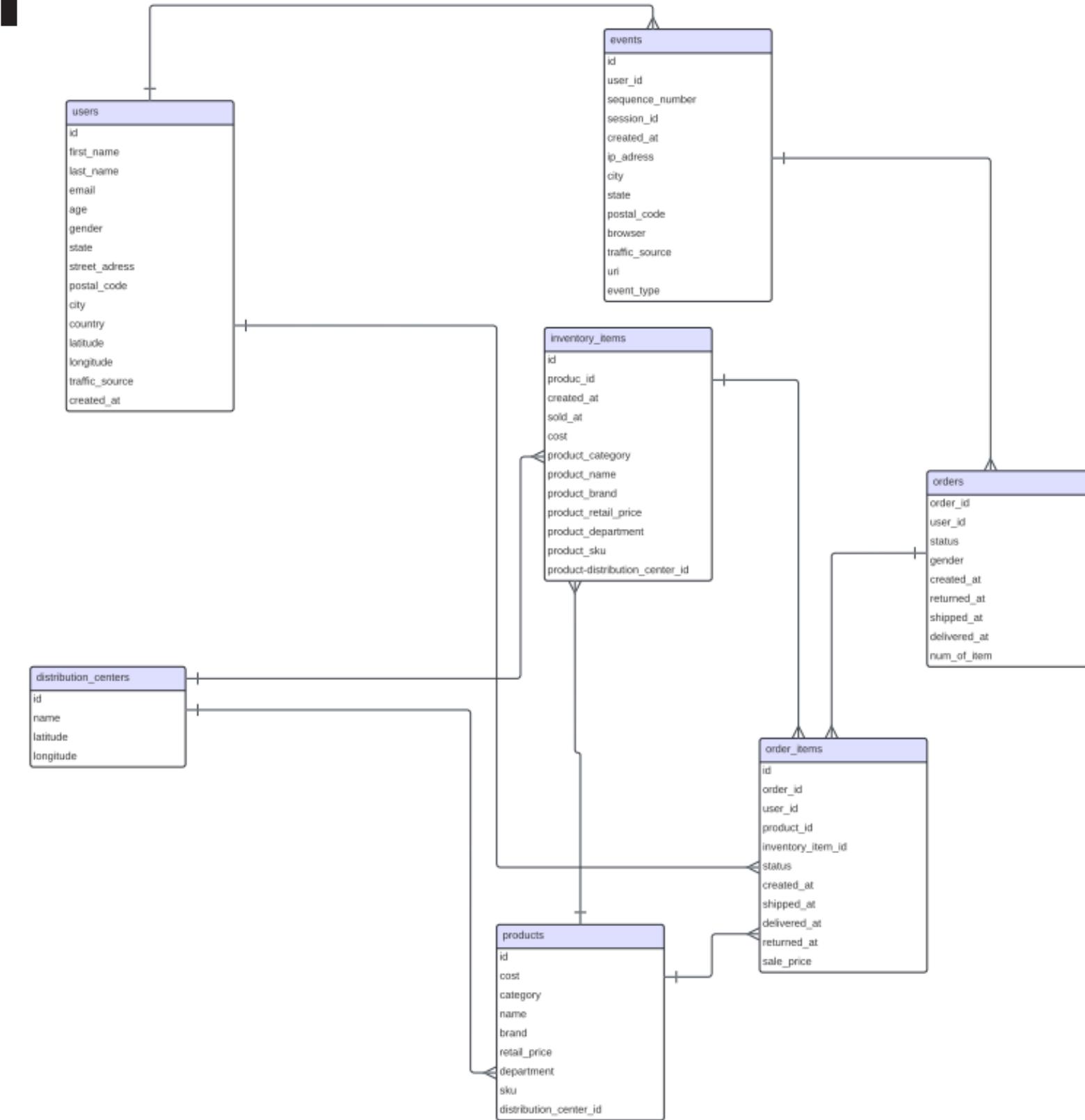
Business Recommendations



# Introduction

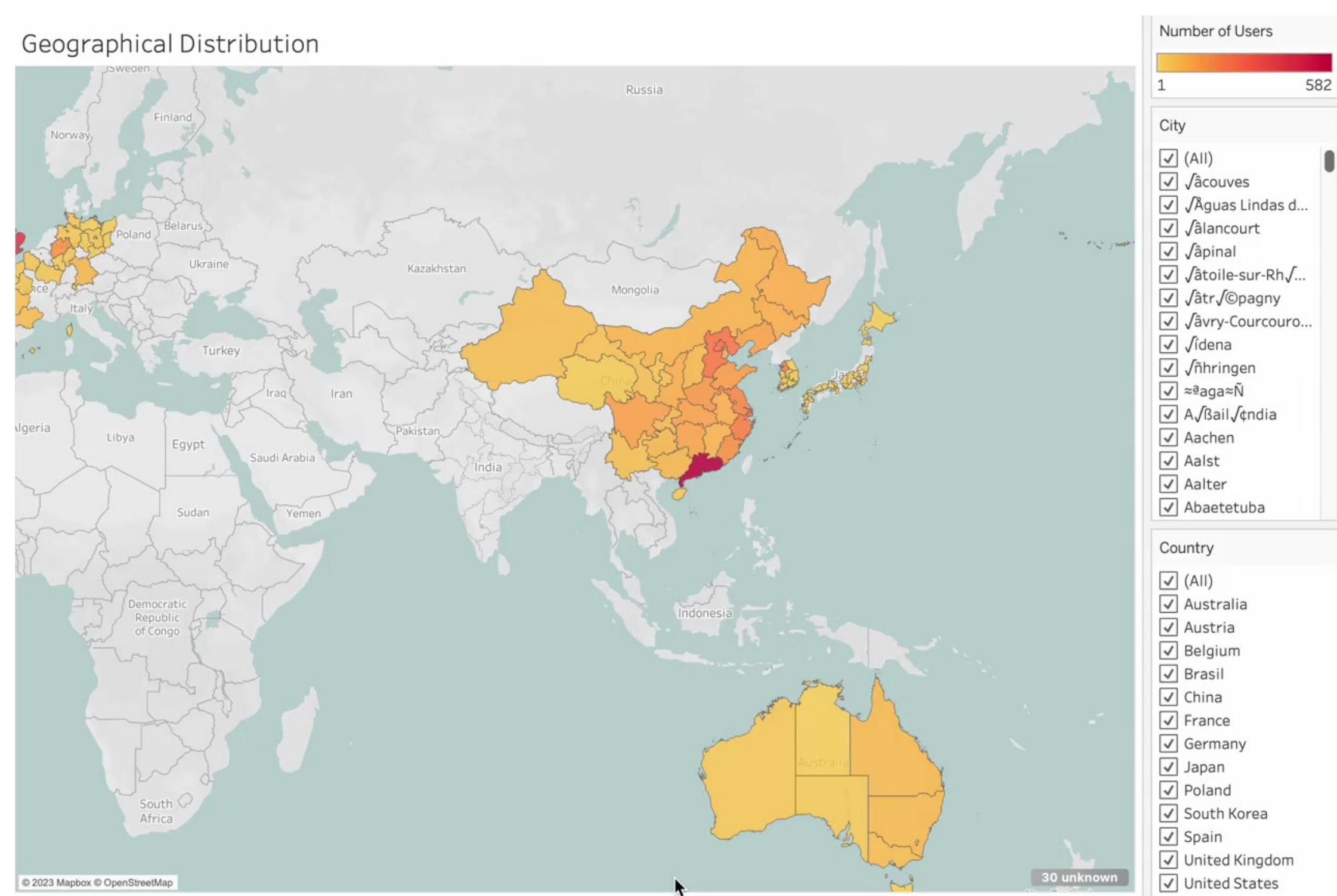
- The Look E-commerce: fictitious eCommerce clothing site
- Mission:
  - Evaluate Company Profitability
  - Analyze Customer Behavior
  - Optimize Product Performance
  - Operational Efficiency

# ER Diagram

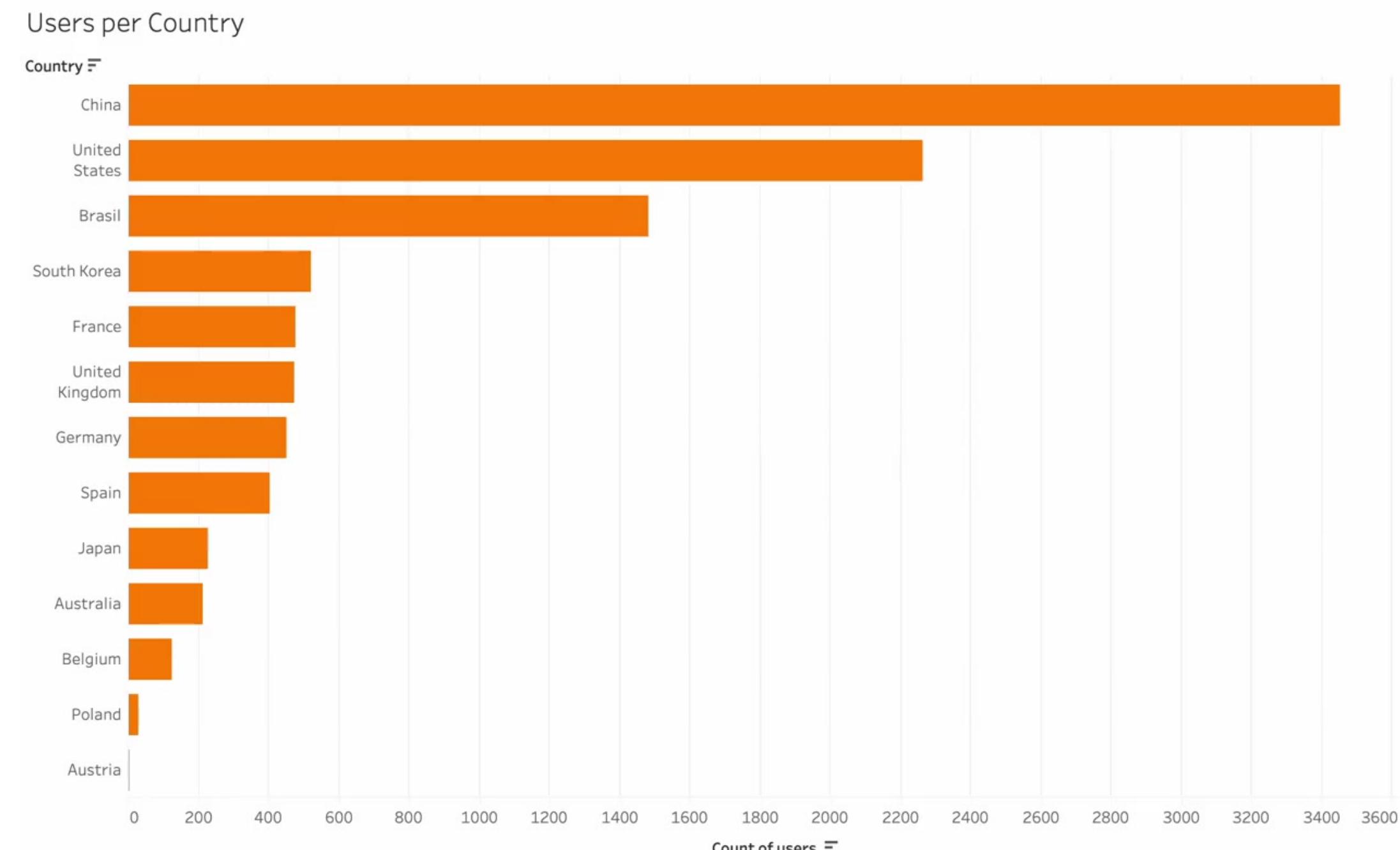


# Users & Sales

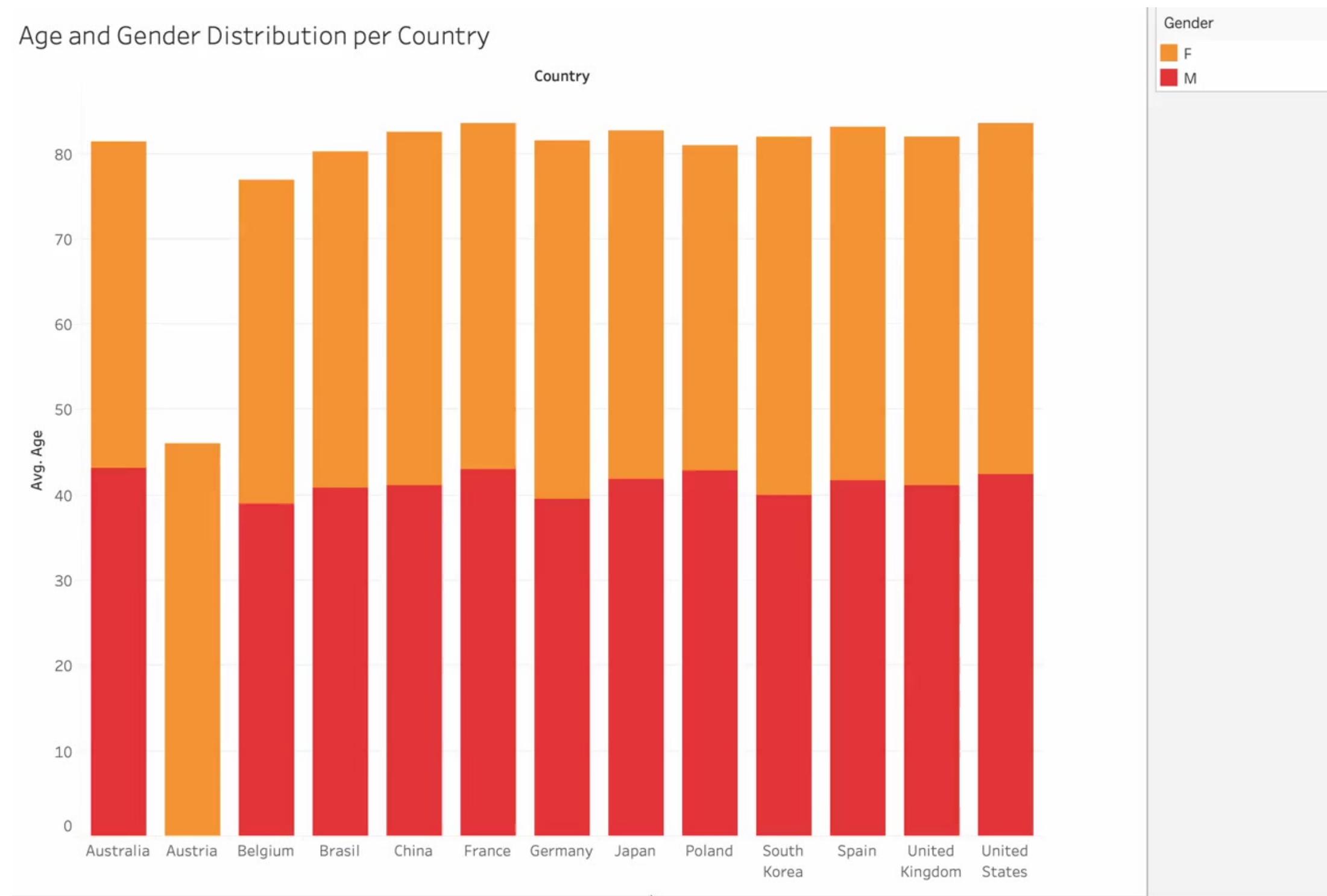
# User Demographic



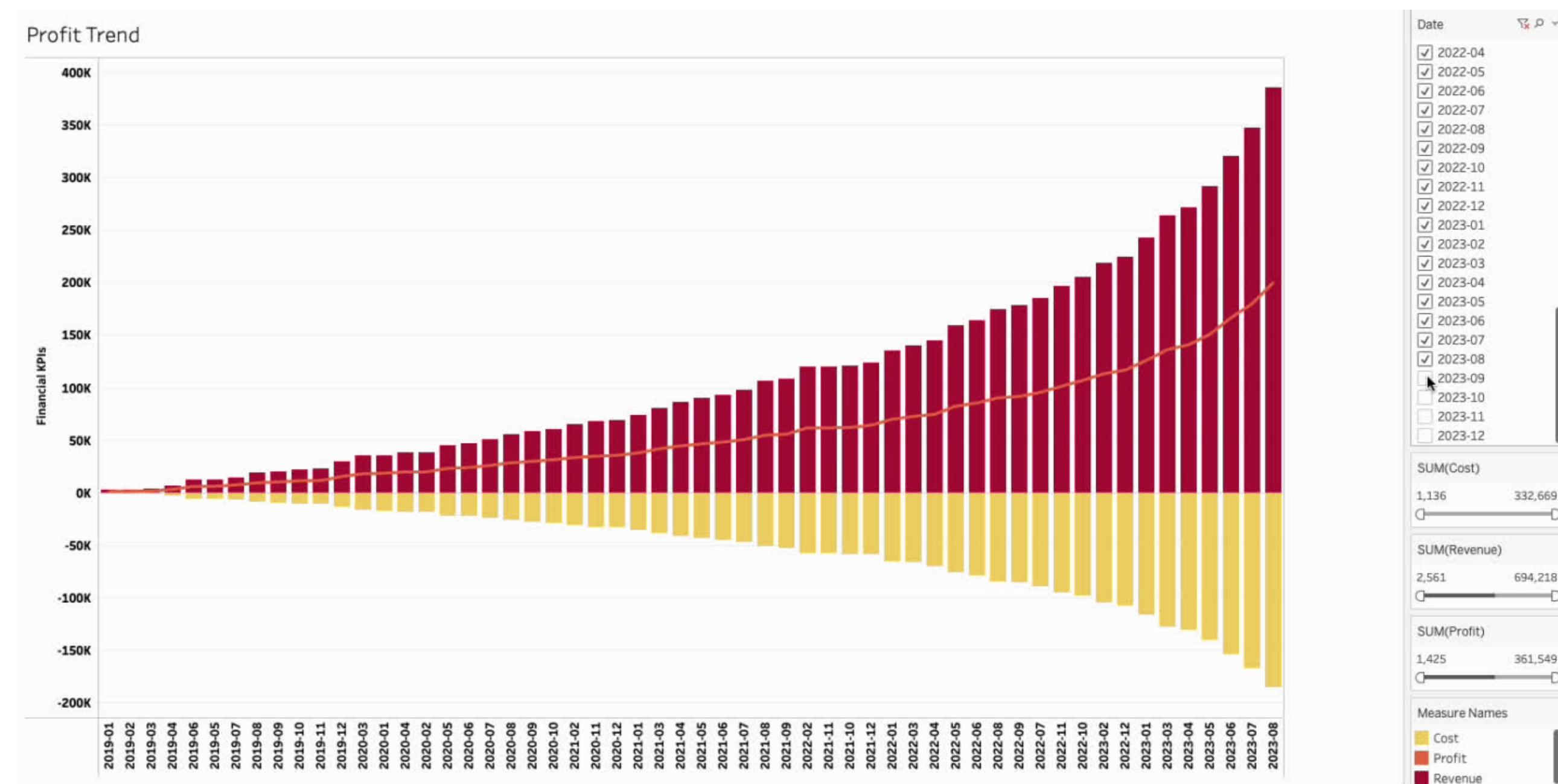
# User Demographic



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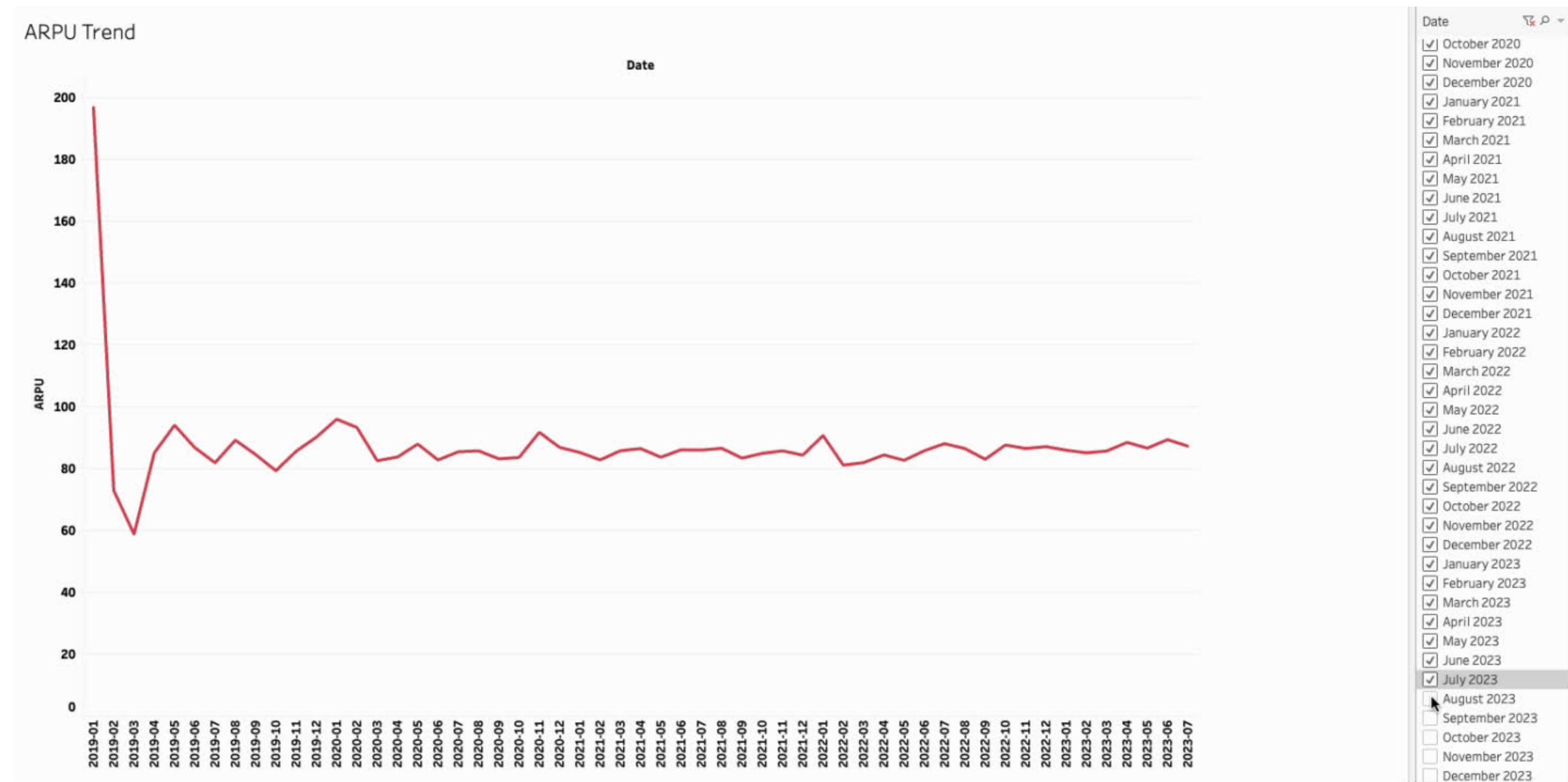


# Sales



- Uptrends -> consistent positive financial performance
- Effective cost-management + increasing revenue streams

# Sales

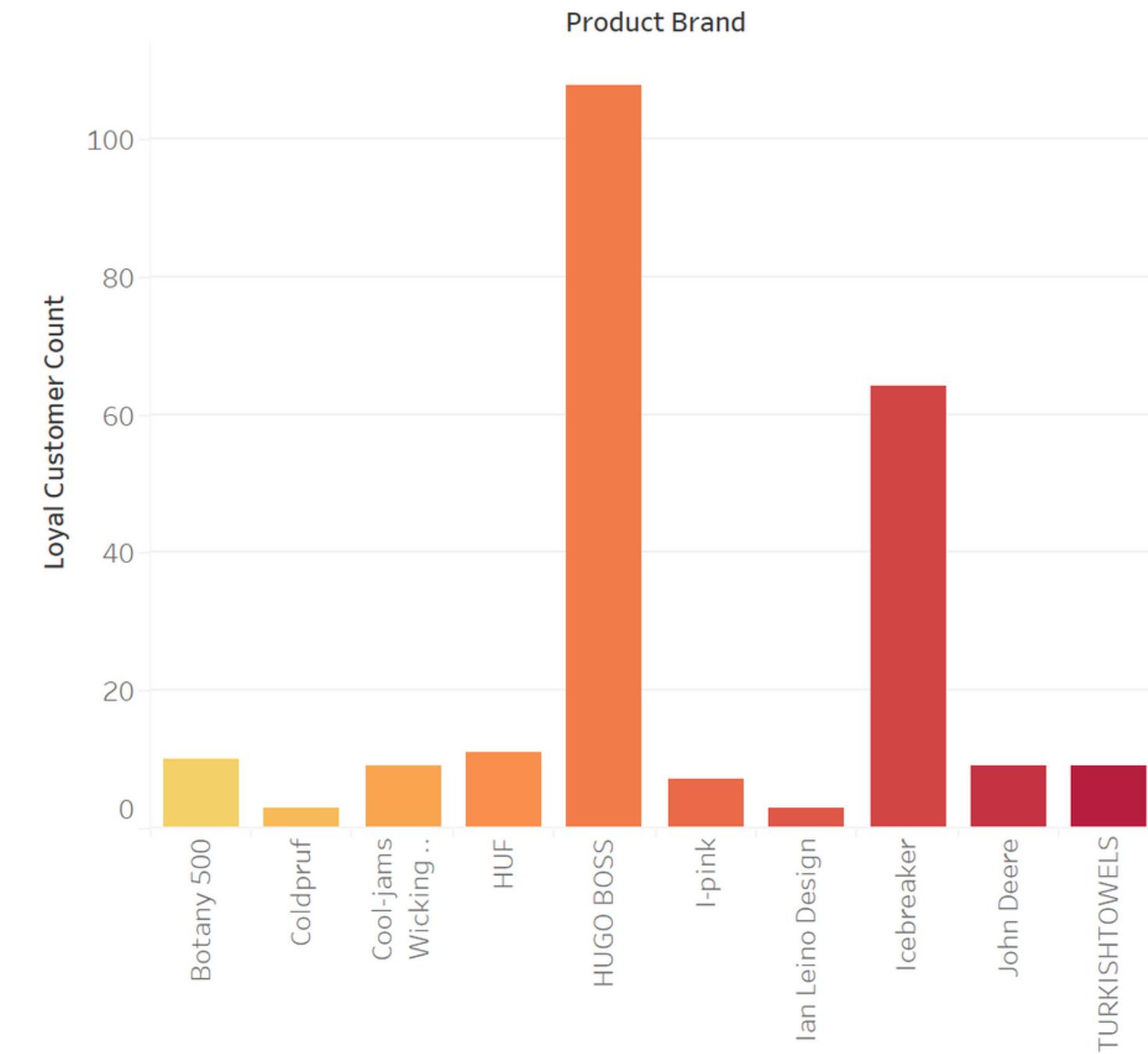


- ARPU experiences cyclical peaks around the end of the year
- Related to seasonal variation, impacting user spending behavior

# Sales

- Customer Satisfaction Issues
- Brand Loyalty and Customer Retention

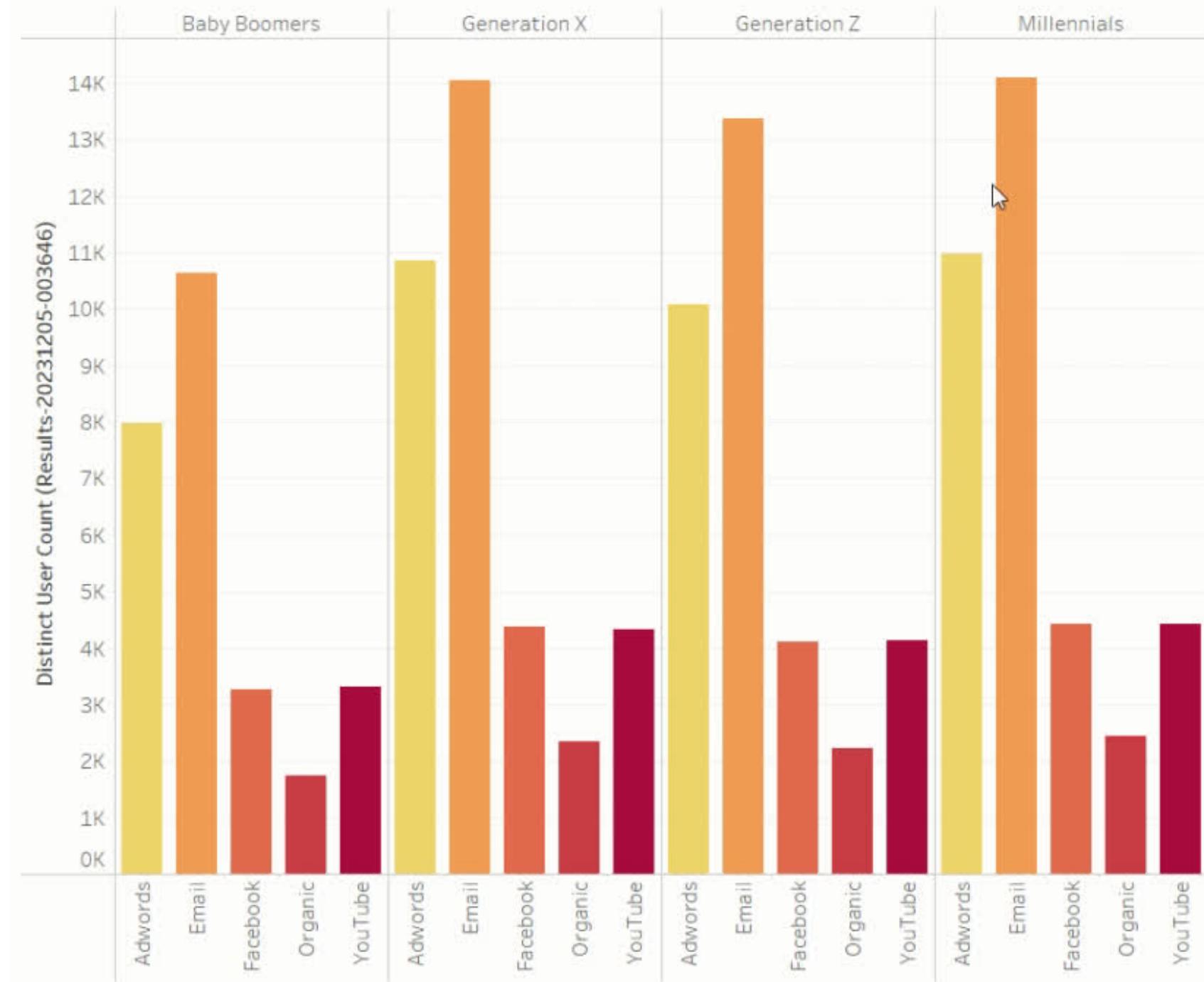
Top 10 Brands Repeat Purchases



# Website Traffic

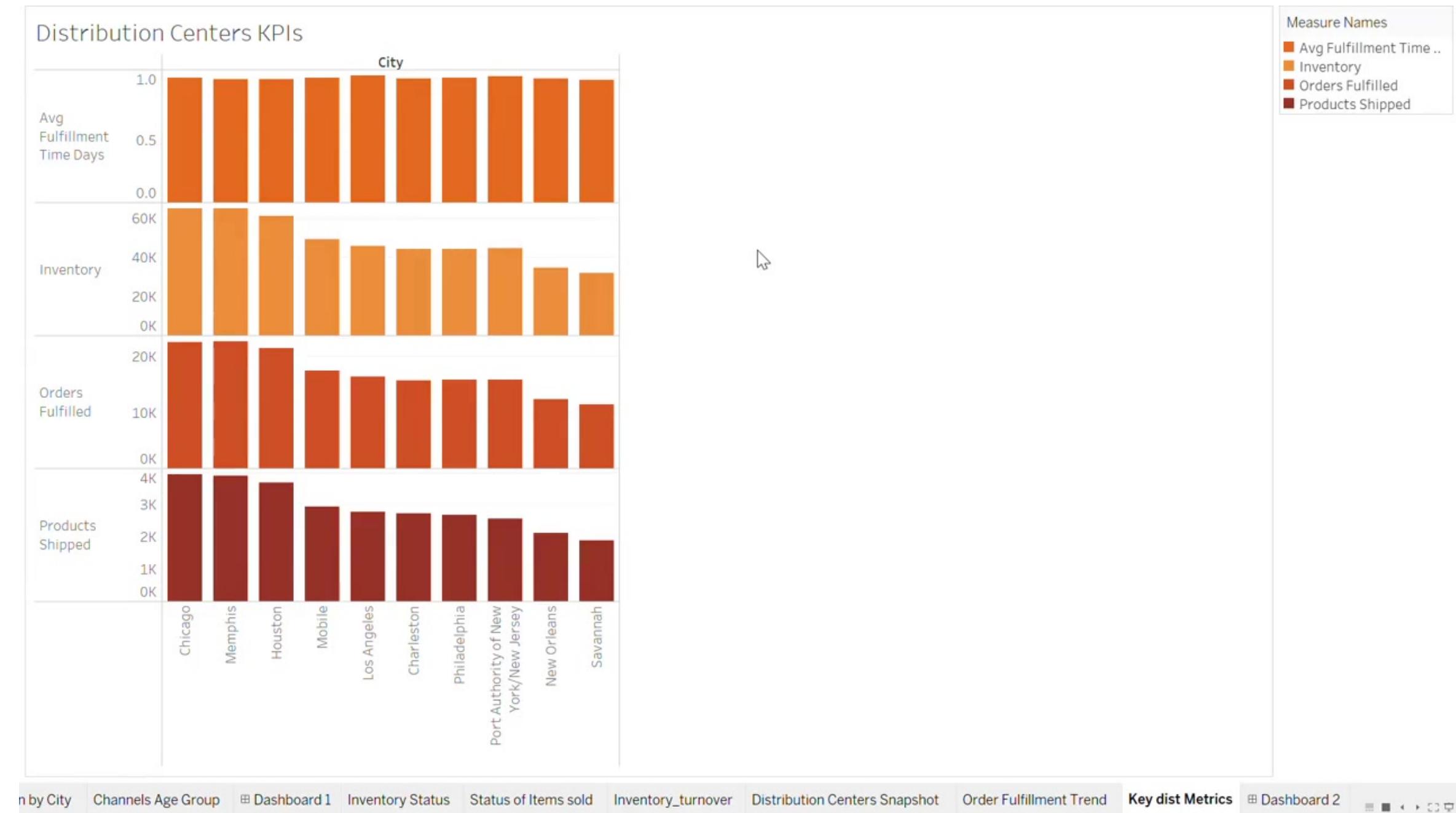
- More Gen X and Millenials
- Gen Z has low purchasing power
- Emails and Adwords are important

Cross-generational Channel Preferences



# Operations

# Distribution Centers

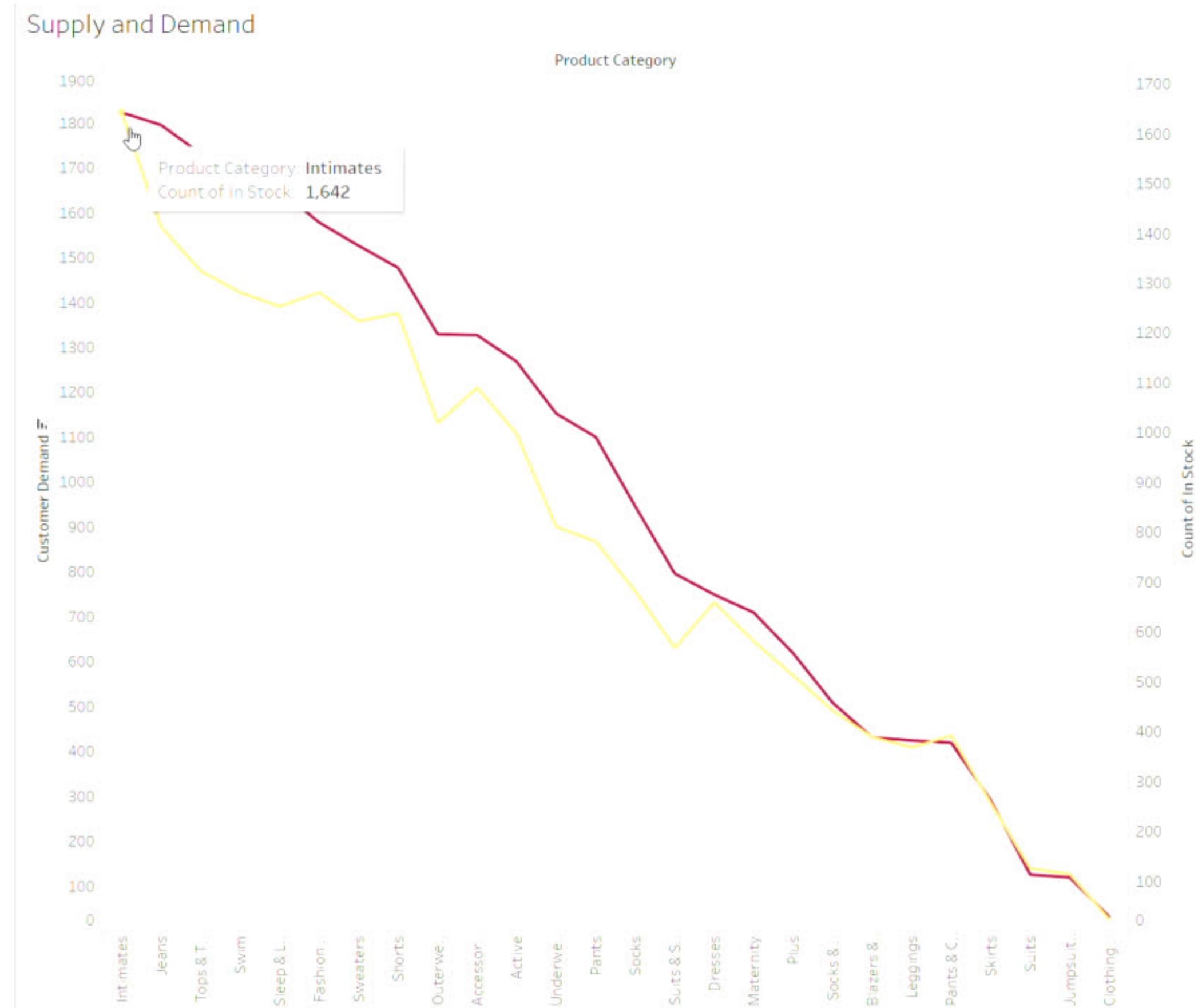


# Inventory

The categories experiencing customer demand, along with the corresponding in-stock status.

The top 5 categories experiencing High Customer Demand and low stock status are:

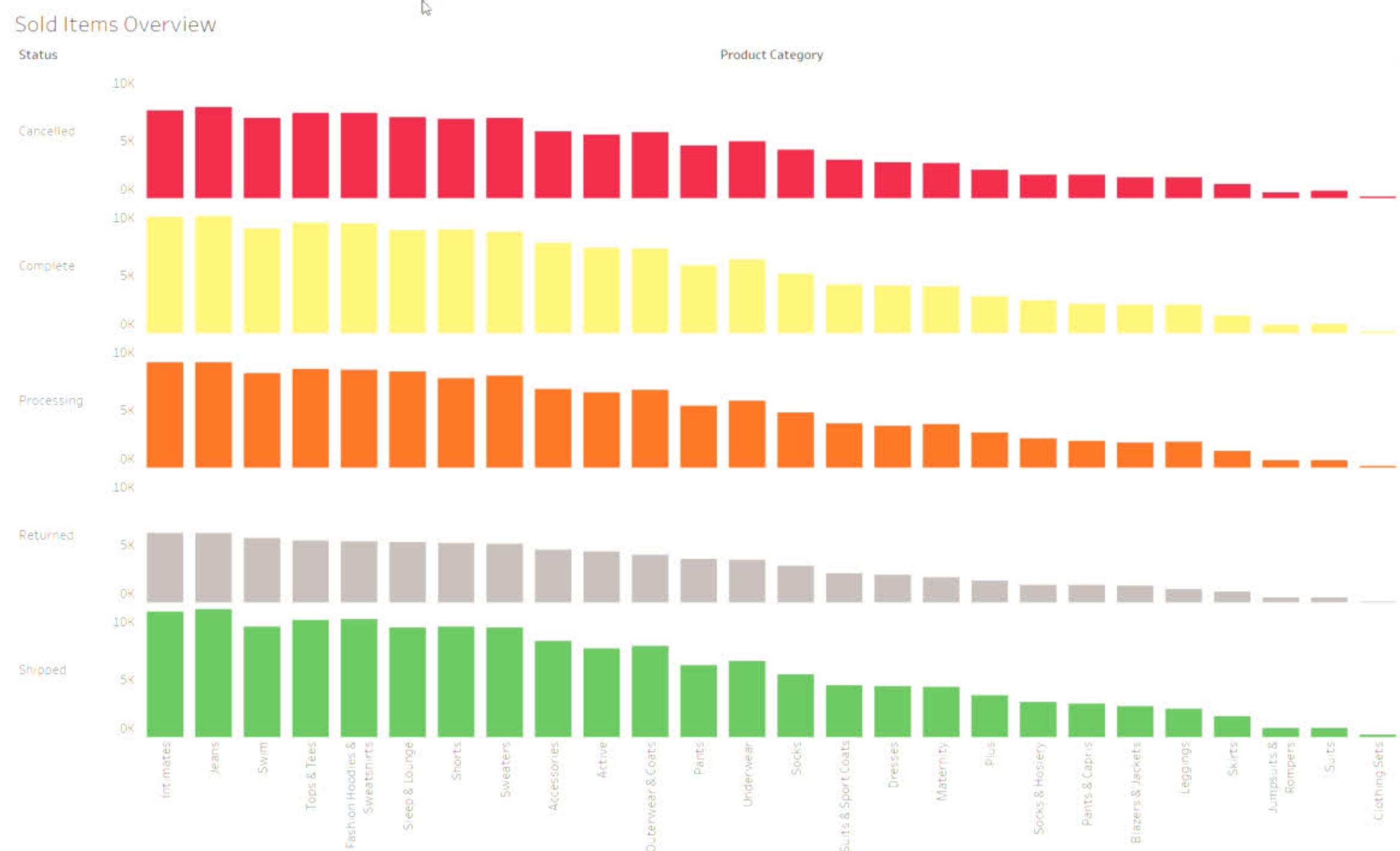
1. Intimates
2. Jeans
3. Tops and Tees
4. Swim
5. Sleep and Lounge



# Inventory

The current status of sold items, spotlighting categories characterized by the highest returns:

1. Intimates
2. Jeans
3. Tops and Tees
4. Swim
5. Fashion Hoodies and Sweaters



# Business Recommendations

# Business Recommendations

- User engagement
  - Targeted promotions for users in Shanghai and Beijing
  - Focus on Gen X and Millennials.
- Sales
  - Collaboration with popular brands like Carhartt, 7 For All Mankind, and Tommy Hilfiger
- Operations
  - Focus on key hubs, Chicago, Memphis, Houston
  - Expansion of distribution centers in China, Brazil, and the UK
- Website Traffic
  - Channel-specific campaigns for 'Adwords' and 'Email'
  - Promotions specific to 'Facebook' and 'YouTube'

# Thank You!

