E-commerce

where do customers come from

Index

Overview of e-commerce market (e.g. Amazon.com)

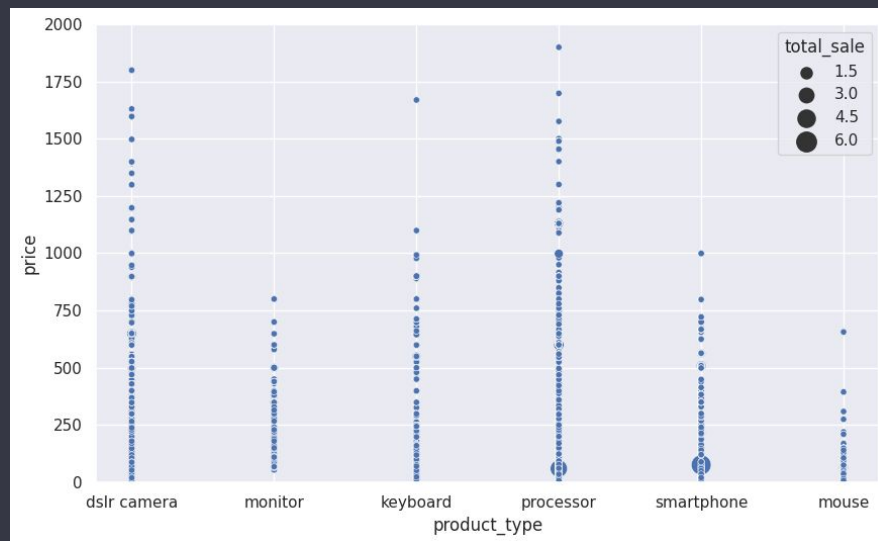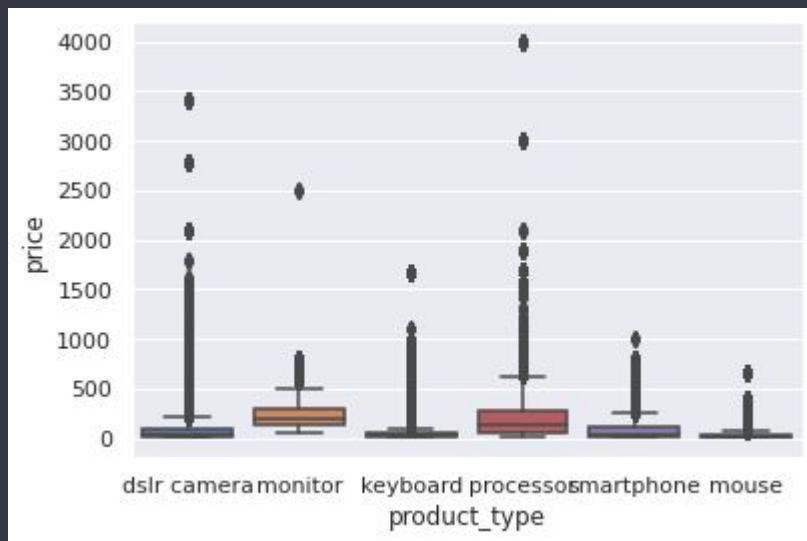   product price, ratings, sales growth

Analysis 1: Sales growth

   Product analysis: Processors

   Product analysis: Monitor

Analysis 2: Customer buying pattern

Overview of e-commerce market (e.g. Amazon.com)

Product price in 8 electronic categories

What do customers see when they want to buy products online

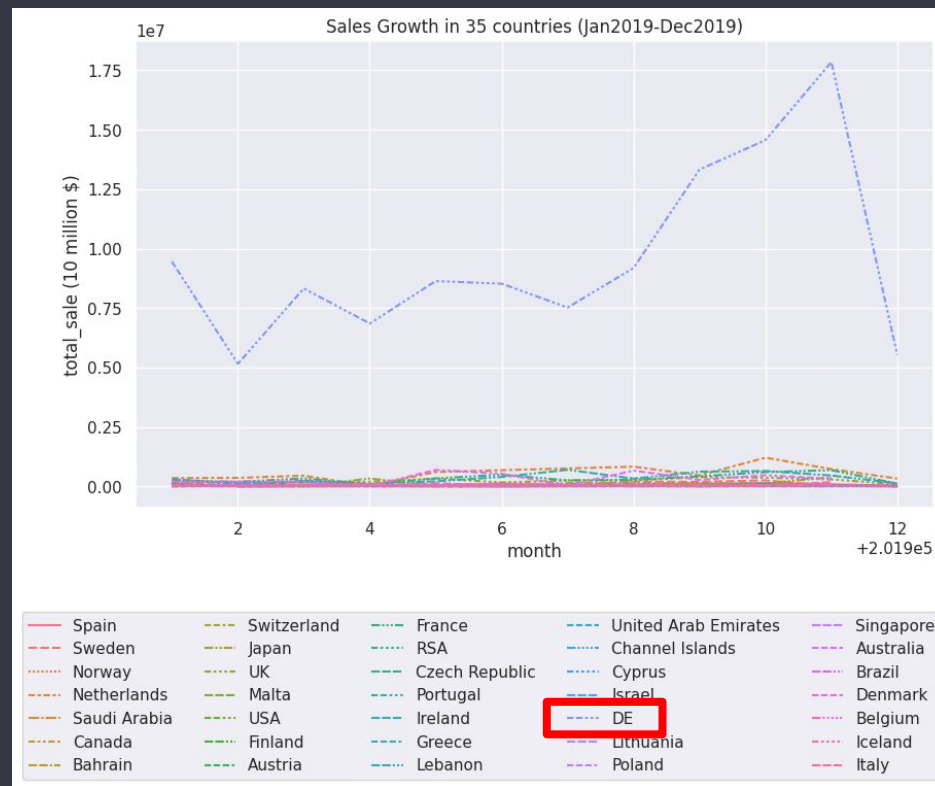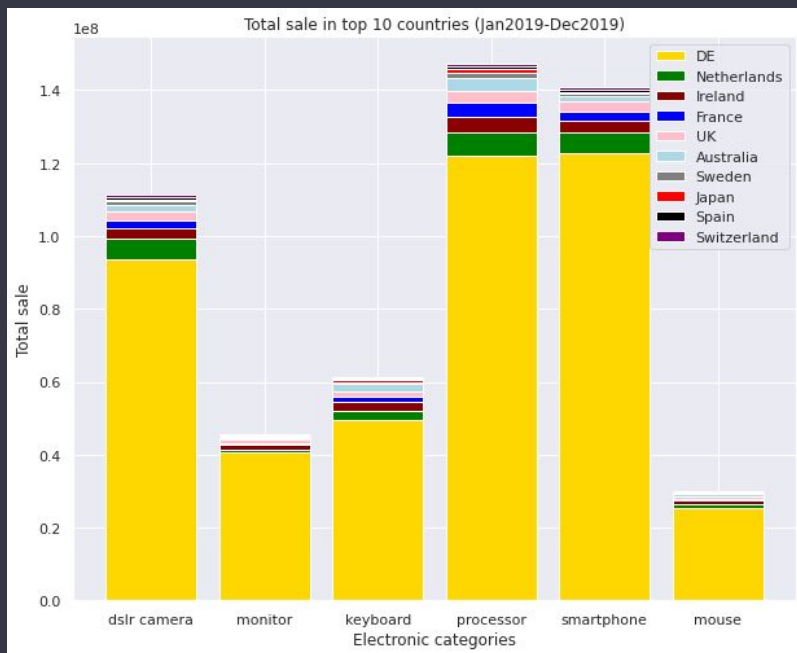# Overview of e-commerce market (e.g. Amazon.com)

Product ratings in 8 electronic categories
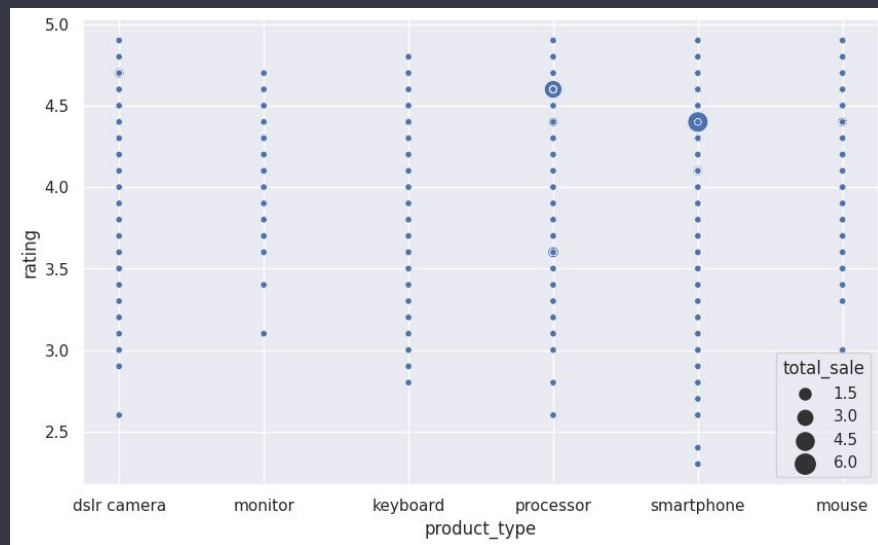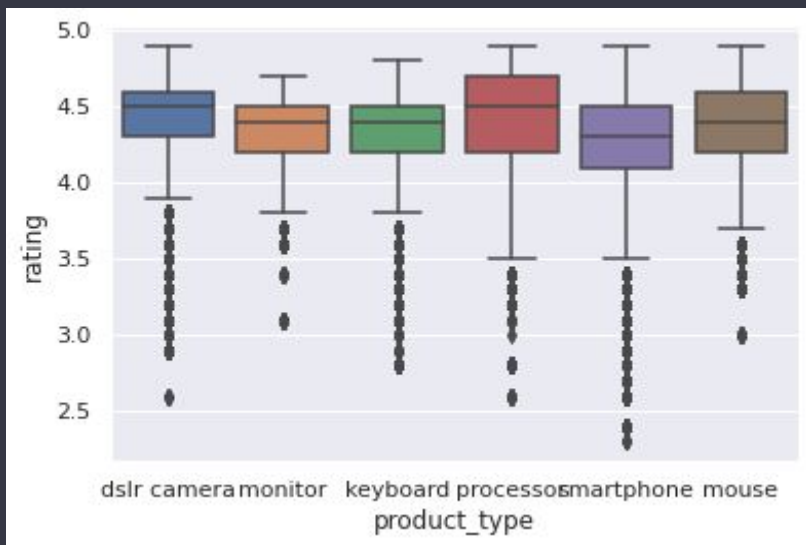
Overview of e-commerce market (e.g. Amazon.com)

Sales growth in 8 electronic categories

Total sale in top 10 countries (Jan2019-Dec2019)
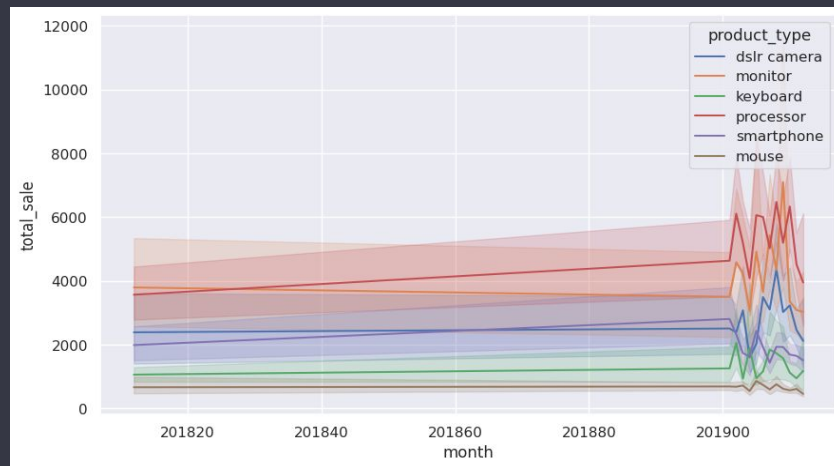

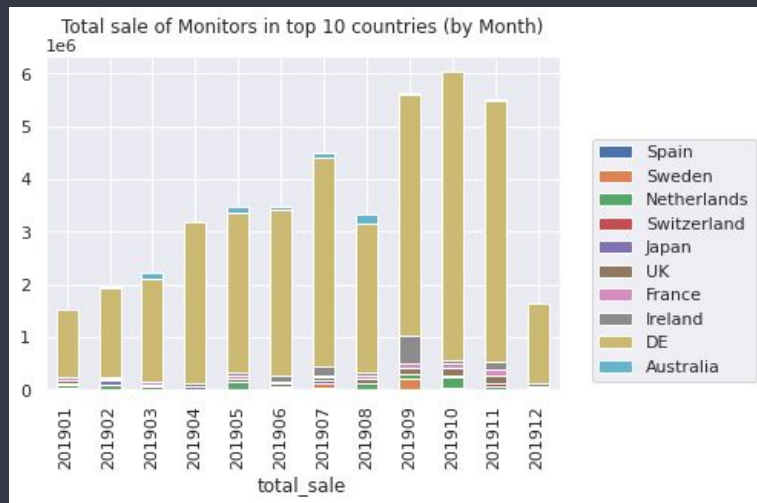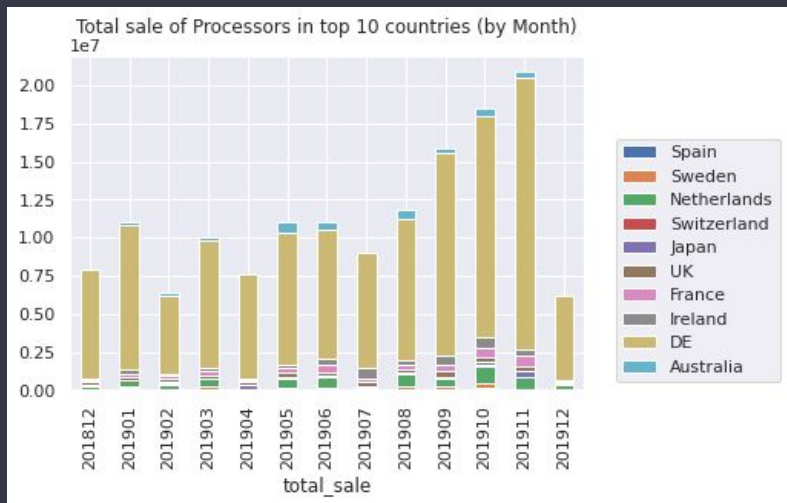Sales Growth in 35 countries (Jan2019-Dec2019)

Sales analysis: Sales growth in 8 electronic categories
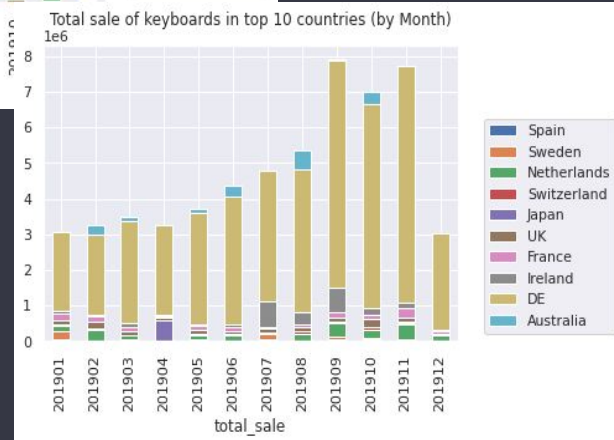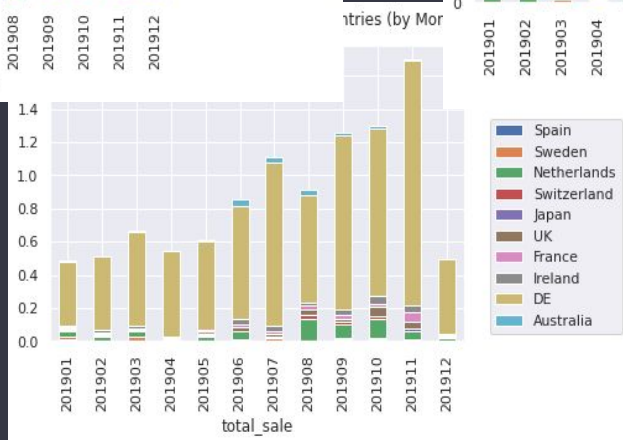
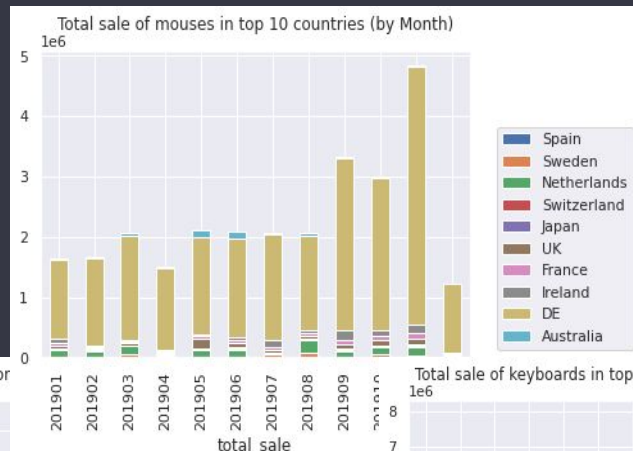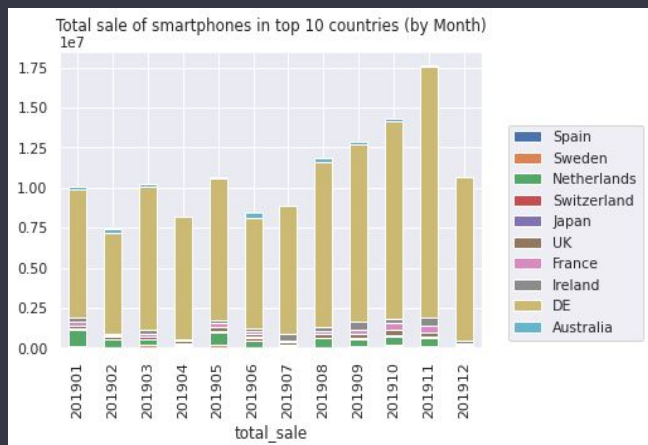Sales growth of products in Germany
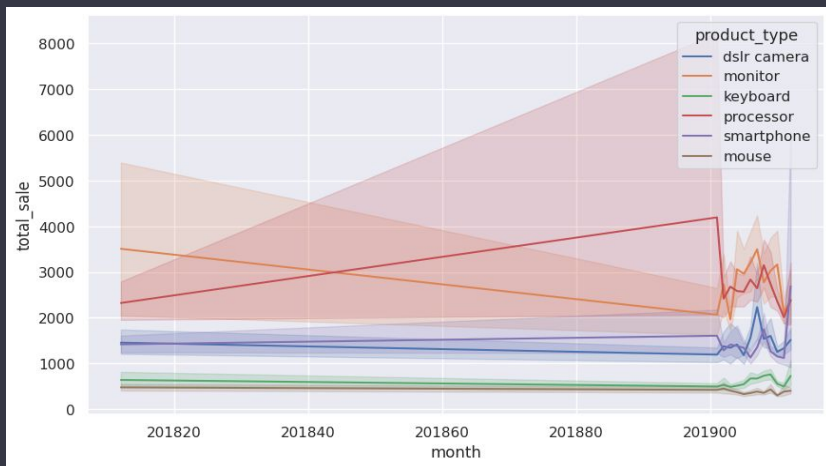
Sales growth of products in other countries
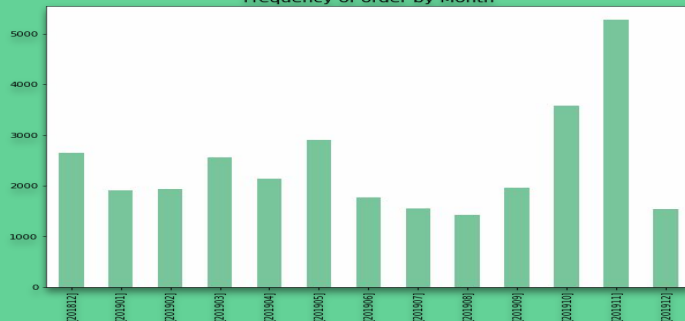
Product analysis: Processor & Monitor
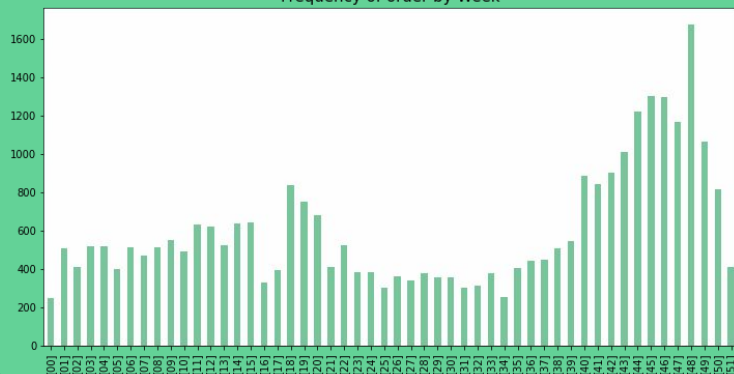
Product analysis: Other 4 product categories

Total sale of smartphones in top 10 countries (by Month)
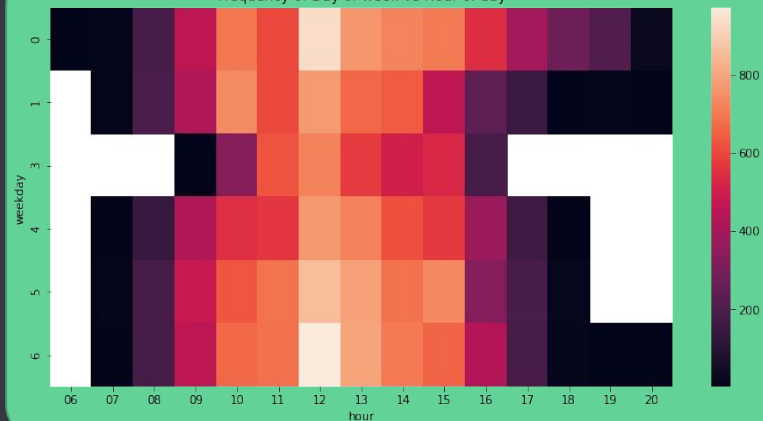

Total sale of mouses in top 10 countries (by Month)

Total sale of keyboards in top 10 countries (by Month)

Sales analysis: Customer buying pattern

More to consider

- Role of customer feedbacks : number of ratings, review counts & contents
- Suggestion services
    - e.g. "frequently bought items", "more items to explore", "Customers who viewed this item also viewed"