

PERSONAL PROJECT #1

The Look Ecommerce Sales Report

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Tools: Google BigQuery, Looker Studio

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Business Goals

These are our main areas of focus:

01

Increase sales



The Look Ecommerce is sales data for a fashion company. This data is available in big query public data, with six main table tables and thousands of rows. As a data analyst, we need analysis and visualization, which will help increase sales.

Business Goals

These are our main areas of focus:

02

Increase client satisfaction and retention

The Look Ecommerce data is not only focused on sales data but there is a database related to the purchasing process, customer data where we can see where customers make transactions from and what they use. So we can analyze further and discover which customers need to be maintained.



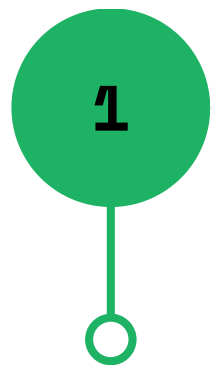


Table of Interest

As a data analyst, we used and maximize analysis from all table related to The Look Ecommerce database such as:

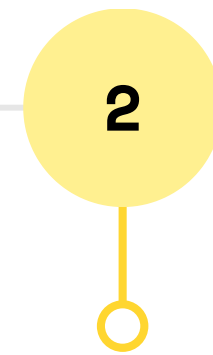
```
`bigquery-public-data.thelook_ecommerce.users`  
`bigquery-public-data.thelook_ecommerce.orders`  
`bigquery-public-data.thelook_ecommerce.order_items`  
`bigquery-public-data.thelook_ecommerce.products`  
`bigquery-public-data.thelook_ecommerce.events`  
`bigquery-public-data.thelook_ecommerce.distribution_centers`
```

Data Processing



Capture

- List the data content
- Query the data from six table into the master data table



Process

Classified the age data of customers based on OECD Data into four groups which:

- Between 4 and 14 are Children
- Between 15 and 24 are Early Working Age
- Between 25 and 54 are Prime Working Age
- Between 55 and 64 are Mature Working Age
- Above 64 is Elderly



Visualization

After capturing and process data, we can visualize it and take into data insight for the company

[illegible]

Demograf of Customers



Sales by Order Status

- Total Sales
- Based on Distribution Center
- Based on Traffic Source
- Based on Event Type



Sales by Order Status

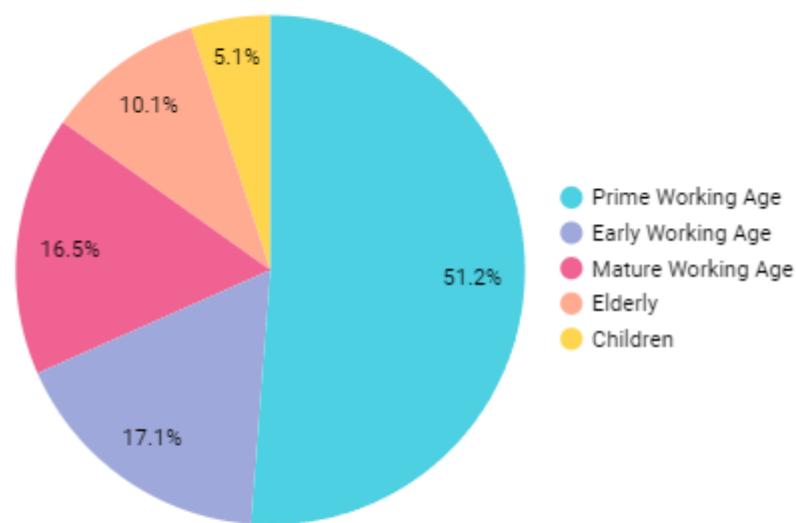
- Based on Country
- Based on Product Category



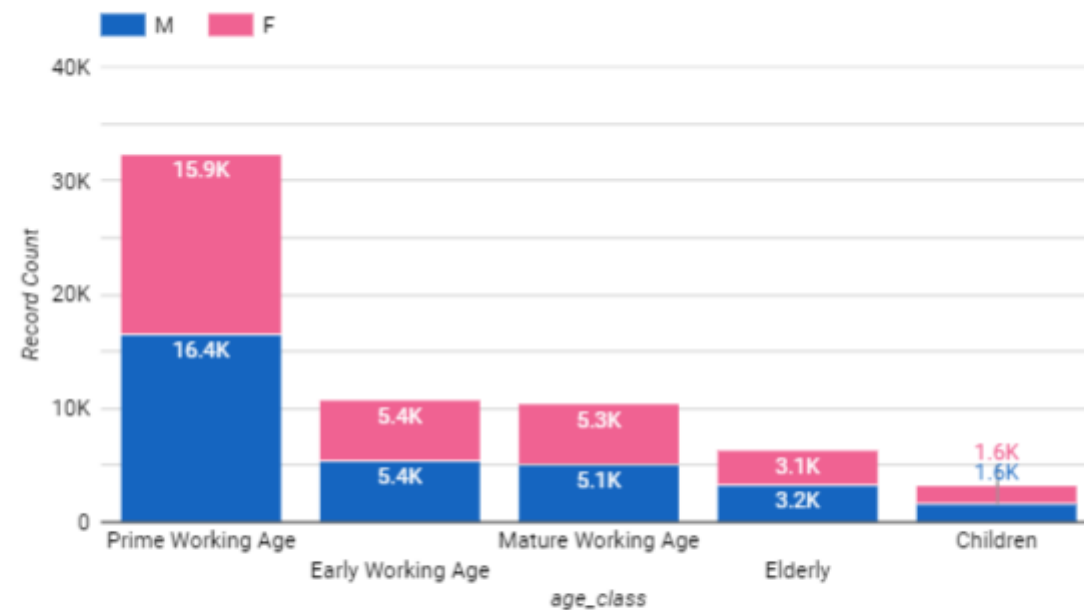
Suggestion

#1 Demograf of Customer

Based on Age Classification



Based on Gender and Age Classification

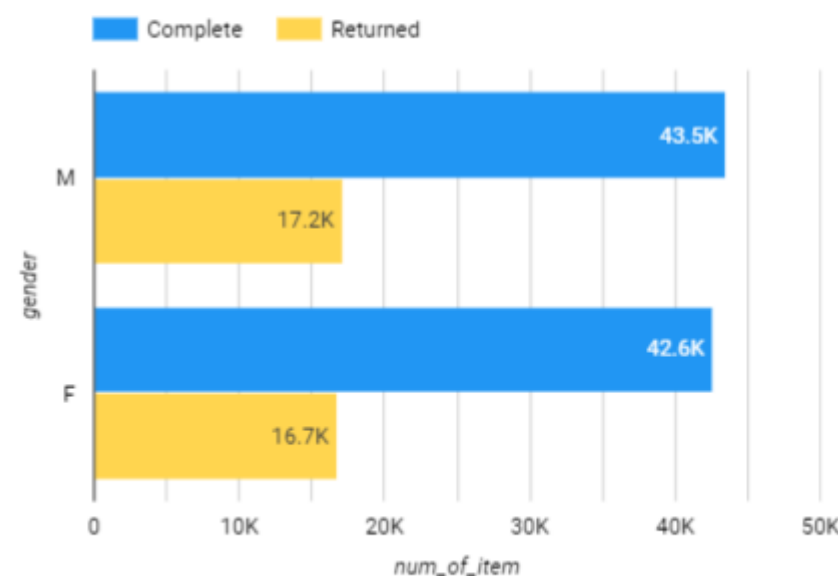


Based on Traffic Source, Product Category, Gender and Age Classification

	traffic_source	product_category	gende...	age_class	age
1.	Search	Intimates	F	Prime Working Age	30
2.	Search	Jeans	M	Prime Working Age	30
3.	Search	Tops & Tees	M	Prime Working Age	30
4.	Search	Underwear	M	Prime Working Age	30
5.	Search	Pants	M	Prime Working Age	30
6.	Search	Sweaters	M	Prime Working Age	30
7.	Search	Shorts	M	Prime Working Age	30
8.	Search	Fashion Hoodies & Sweatshirts	M	Prime Working Age	30
9.	Search	Sleep & Lounge	M	Prime Working Age	30
10.	Search	Socks	M	Prime Working Age	30

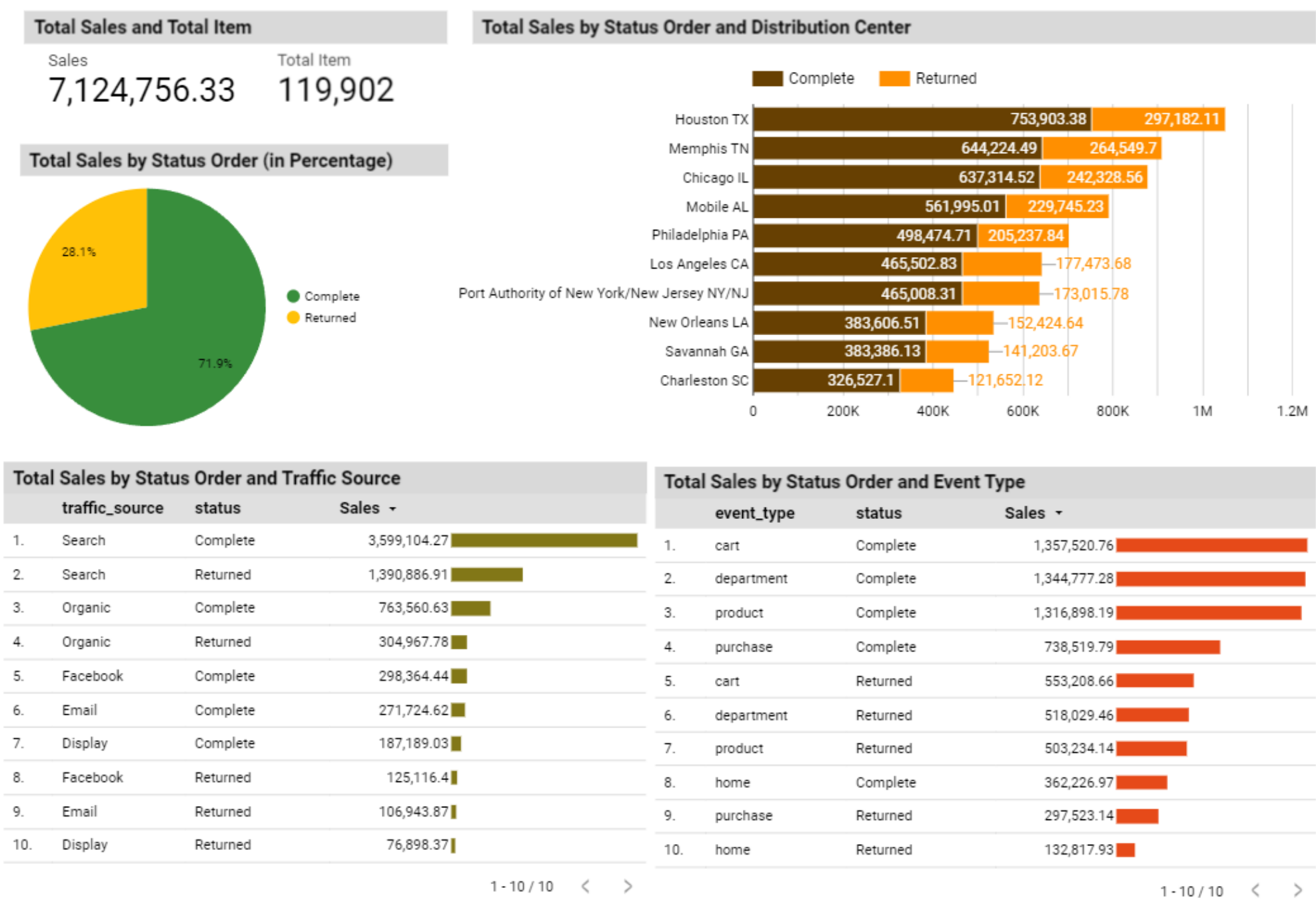
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Based on Gender, Number of Item and Order Status



- Most customer of The Look Ecommerce is Prime Working Age with a range between 25 and 54 years old (51.2%), and the smallest is Children (between 4 and 14 years old) with 5.1%
- The supremacy gender of the customer is Male an average total of 31,800 people.
- The top 10 level of traffic source is “Search” within the product category buying is Intimates with Female customers, around the age of 30 years old.
- But there is a problem, although the item order complete is highest from Male customers. There is the top return item from Males too, with around 17,200 items stack up to Female customers around 16,700 items.

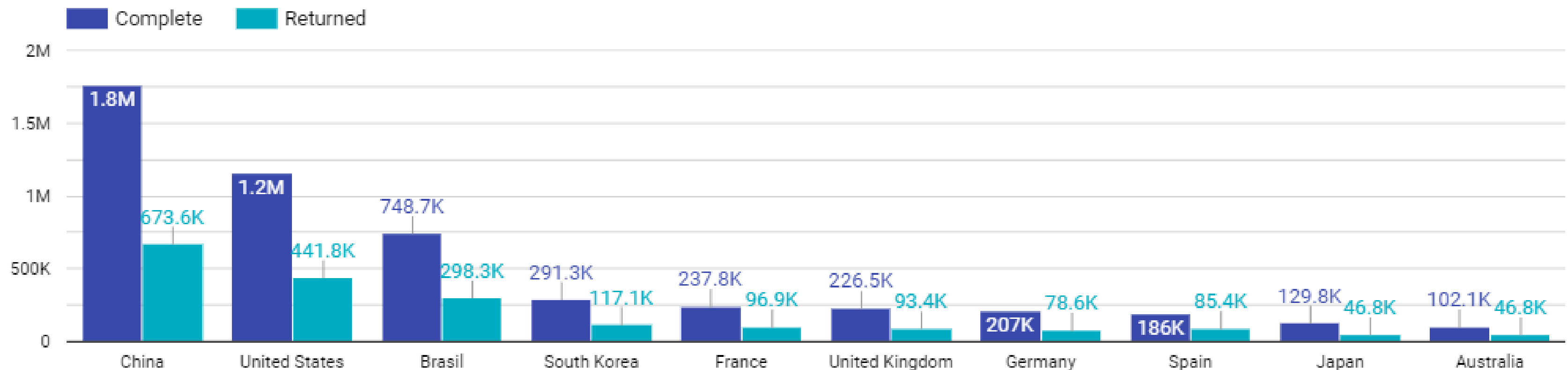
#2 Sales by Order Status



- Based on total sales, 71.9% videlicit completed orders and 28.1% returned orders.
- The revenue from sales from completed orders is 5,122,699,80 (71.9% of total sales). And the others (2,002,056.53) for the loss by returned item.
- Most transaction and order is from the distribution center in Houston TX with sales of 753,903.38 from completed order. But the highest returned transaction was also from the same distribution center by a nominal of 297,182.11.
- The nethermost traffic source is Display and Redound the returned item with a nominal scale of 76,898.37.
- The three paramount events for assisting the sales are Cart, Department, and Product.

#3 Sales by Order Status and Country

Total Sales by Status Order and Country



Based on total sales before, we can take a look compared on the country. This graph shows that the main customers are China, the United States (US), and Brazil. The bottom three customers are from Australia, Japan, and Spain. The highest net income is 1.08M (China), and the lowest is 55.2K (Australia).

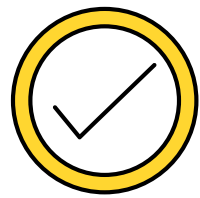
#3 Sales by Order Status and Product Category

Total Sales by Status Order and Product Category



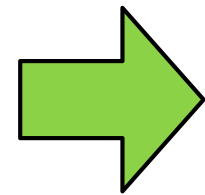
This graph shows that the most product category sales are Outerwear and Coats with a net income of 363.1k, followed by Jeans (381.9k) and Sweaters (260.7k). The lowest product category sales is Active with a net income of 137.1k.

Suggestion



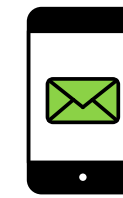
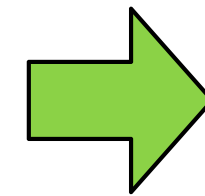
Improve the Quality Control

- Improvements in product quality control are needed to prevent returns of goods that can hamper sales and reduce The Look's income.
- Add brief explanation regarding the product to the product name tag so that buyers know the materials used and how to wash and store it so that buyers are also educated and can remember The Look when buying the same product.



Customer Segmentation

- Segmentation of customers based on the total of purchases over a certain period and giving attractive offers for each customer segmentation.
- Customer segmentation is based on the country so that they can adapt to the customs, culture, and costume routines used in that country. So the innovation launched is a exclusively edition product.

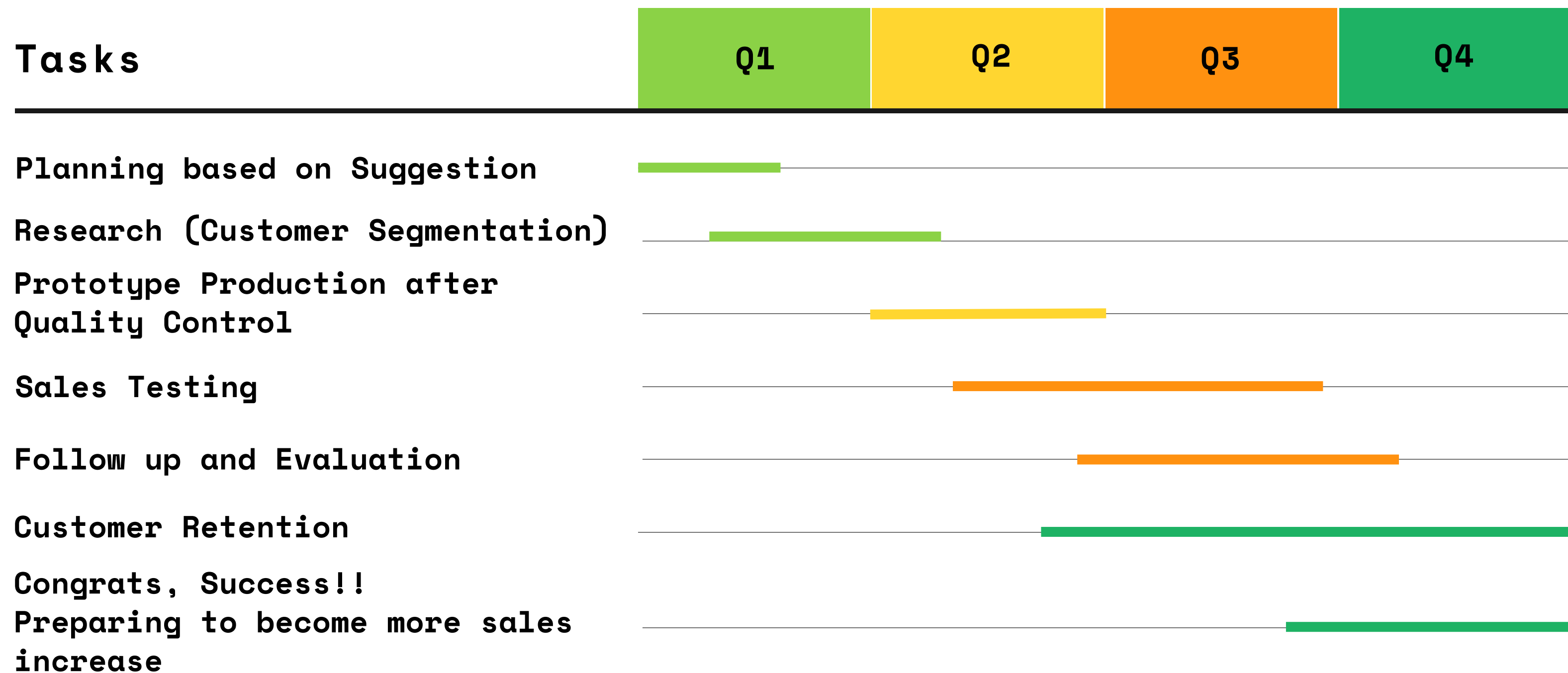


Customer Retention

- Maximizing email, social media and website to keep in touch with customers
- Create a sales promo like discount, exclusively product, mix and match product

What's Next

Timeline of activities to be done based on suggestion in the coming quarter



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Thank you for your time!

Open Feedback and Discussion



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