



# VS Electronics

## Electronics Market

Jessica Baldwin  
13 May 2022

## E-Commerce

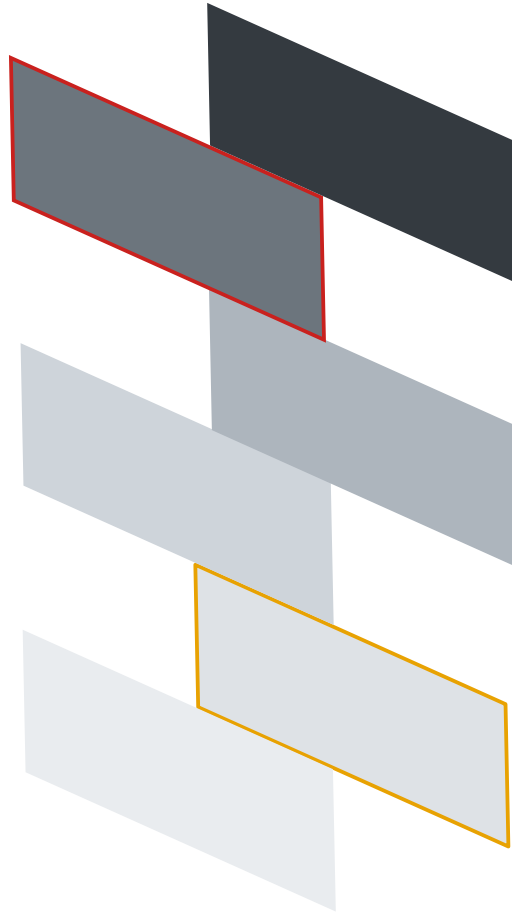
Overview of e-Commerce business model  
Existing competitors

## Database

Design of new RDBMS database  
Advantages of a RDBMS database versus  
Excel spreadsheet

## Dashboard

Short recap  
Introduction to Tableau  
View of Tableau dashboard



## EDA

Overview of current data as supplied by VSE  
Improvements to data collection

## KPIs

Selection of possible KPIs and their benefits

- 
-

# E-Commerce Business Model

- Customers shop and pay online
- 2 categories:
  - Based on types of goods sold
  - Based on the nature of the participants (B2B, B2C, C2B, C2C)
- Benefits:
  - Less overhead
  - International
  - Easily customisable
- Drawbacks:
  - High returns



# Top 3 Competitors in DE



## amazon.de

- All revenue from e-commerce
- Nearly everything
  - Online only



## otto.de

- 100 online shops  
=> 74% of all revenue
- Fashion and lifestyle
- Online and brick-and-mortar stores

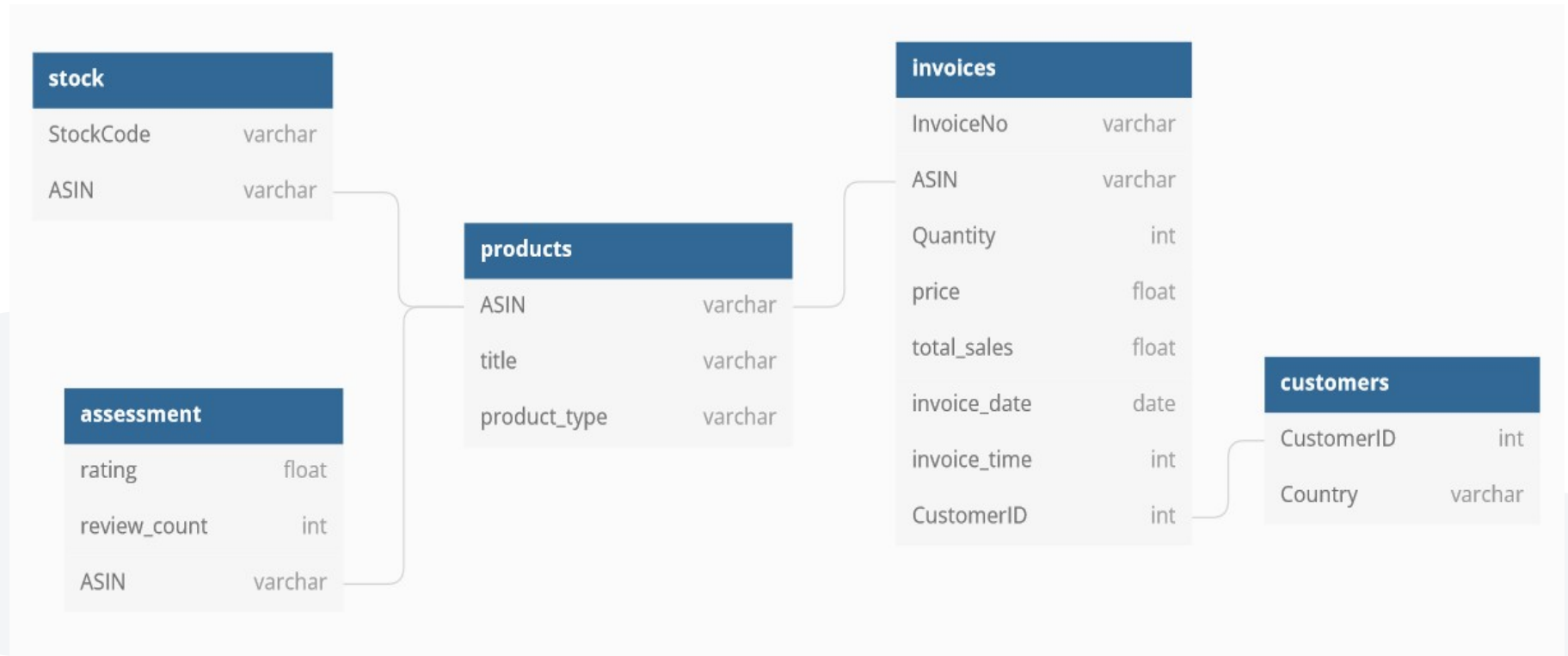


## zalando.de

- Nearly all revenue from e-commerce
- Shoes, fashion, cosmetics
  - Online and few outlet stores


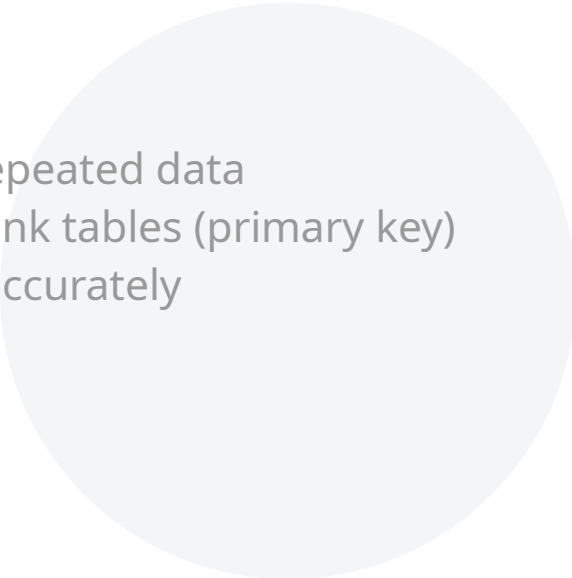
# EDA

# EDA





# Database Design



Subject-based tables  
Eliminate redundant / repeated data  
Provide information to link tables (primary key)  
Ensure data is entered accurately

products	
ASIN	varchar
StockCode	varchar
title	varchar
product_type	varchar
price	float
rating	float
review_count	int
ASIN, StockCode, product_type	

stock	
StockCode	varchar

invoice_product	
InvoiceNo	varchar
ASIN	varchar
StockCode	varchar
product_type	varchar
Quantity	int
total_sale	float
ASIN, StockCode, product_type	

invoices	
InvoiceNo	varchar
CustomerID	int
invoice_date	date
invoice_time	int

customers	
CustomerID	int
Country	varchar

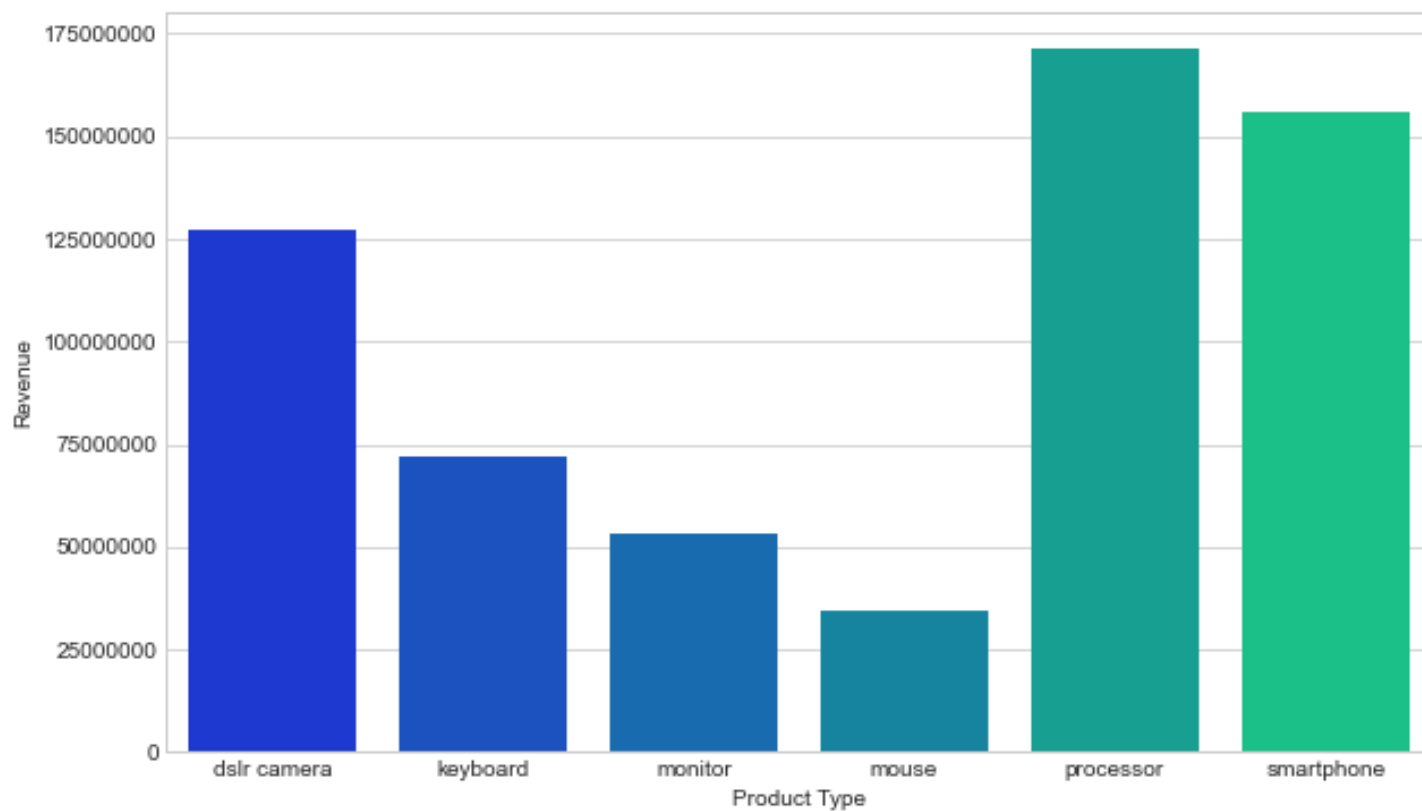
Component of primary key

Field name

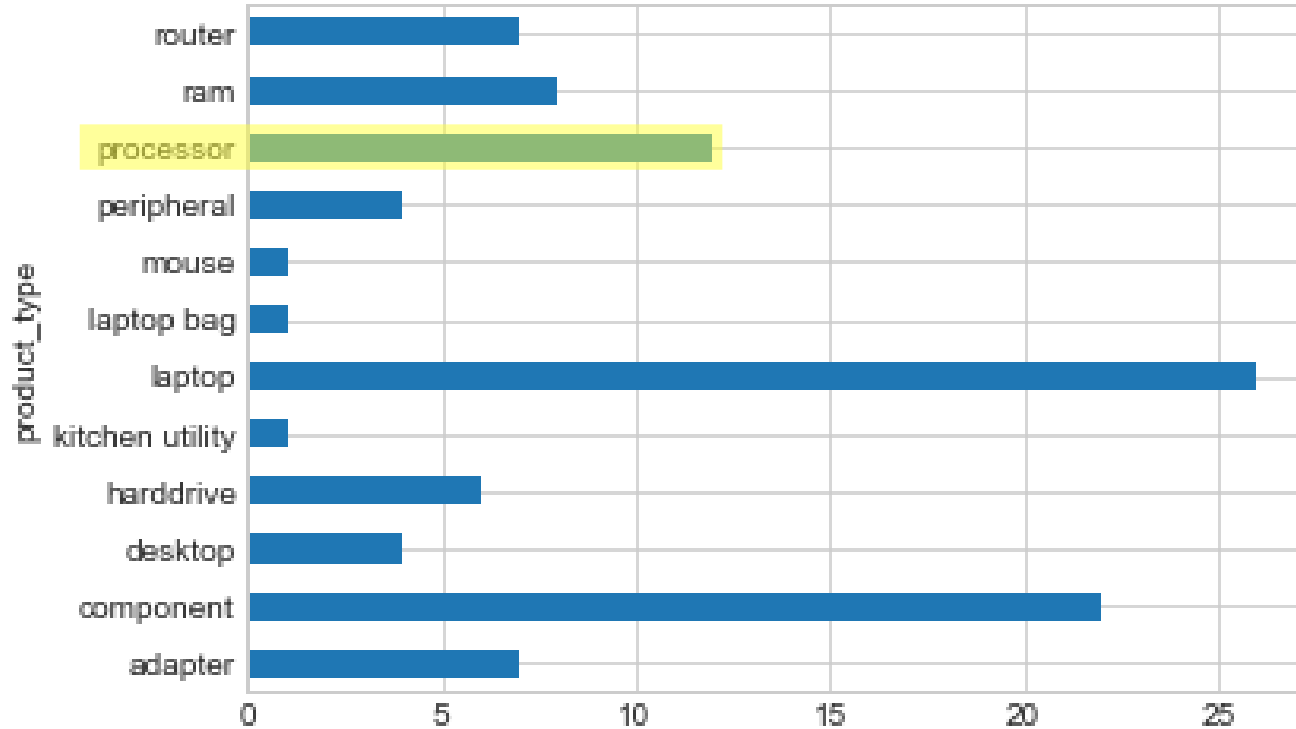
Data type



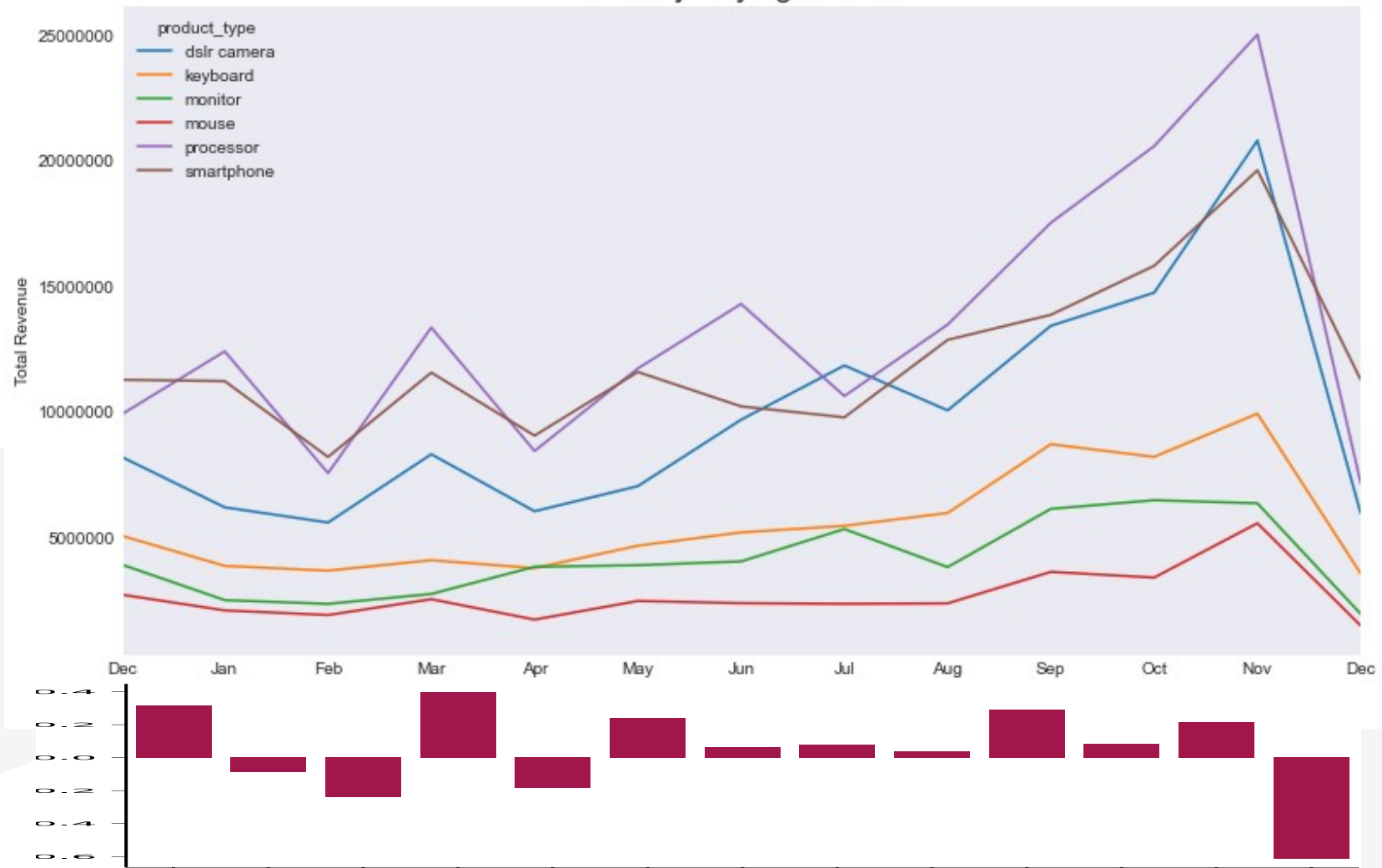
Total Revenue of Products



# Differentiation of Product Type



## Monthly Buying Pattern



# KPIs

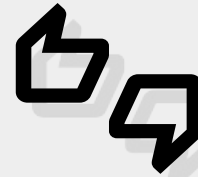
## Product Type

Need for greater differentiation of product types in order to see what is being bought



## Monthly Buying Pattern

Identify and utilise peaks and slumps in yearly sales volume



# Tableau Dashboard

