



VS Electronics

Electronics Market

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13 May 2022

E-Commerce

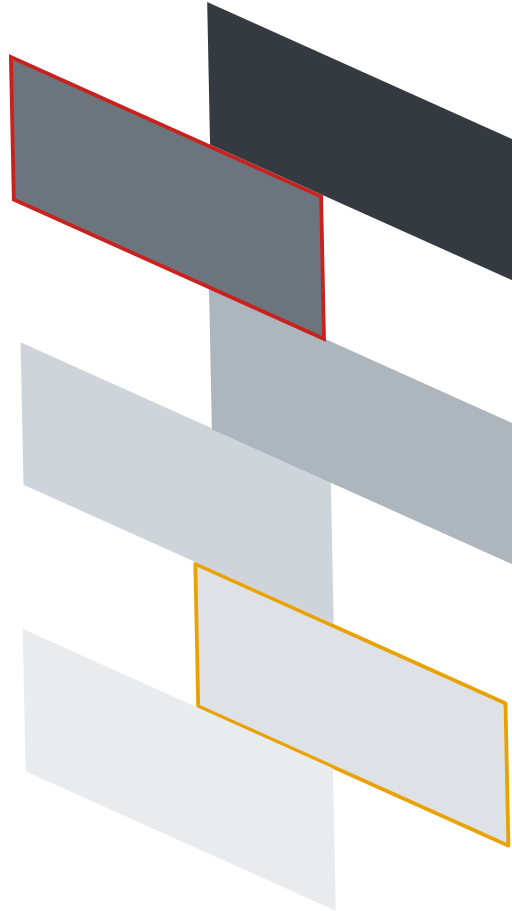
Overview of e-Commerce business model
Existing competitors

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



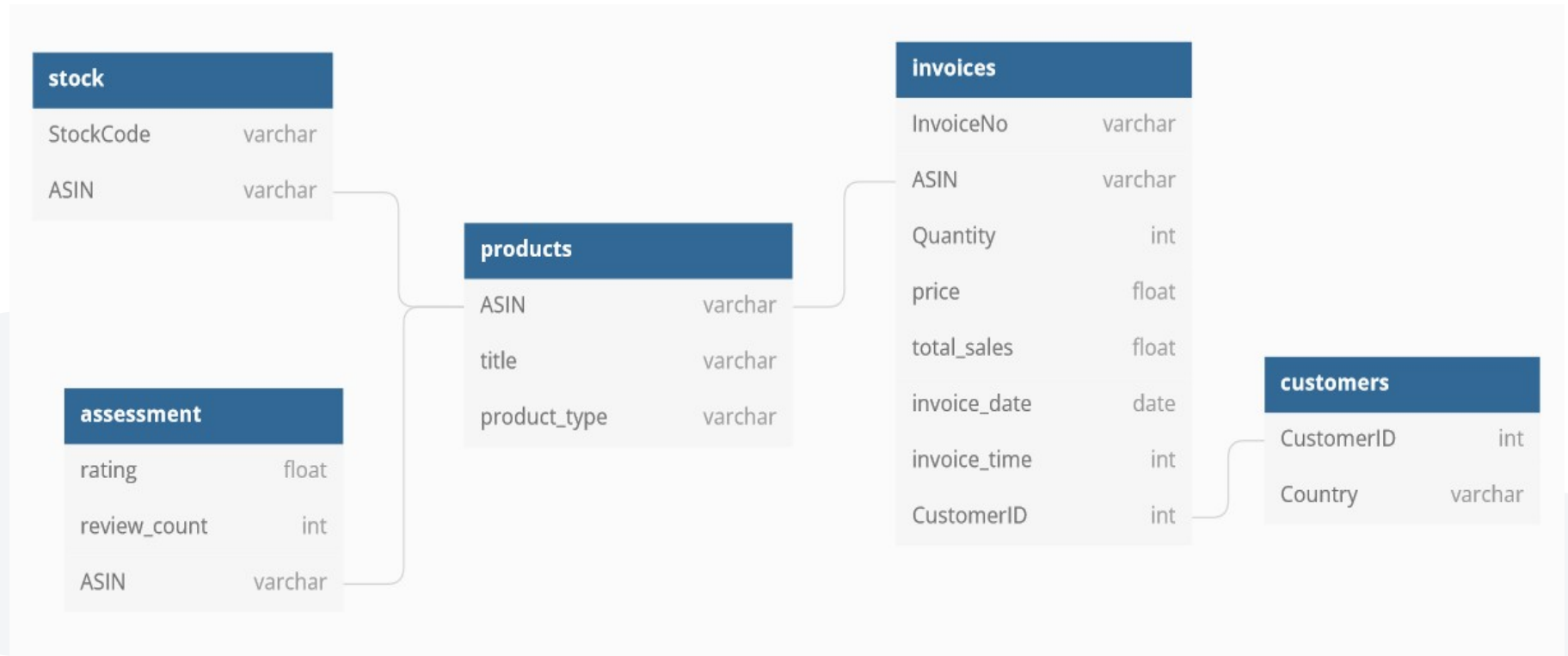
zalando.de

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




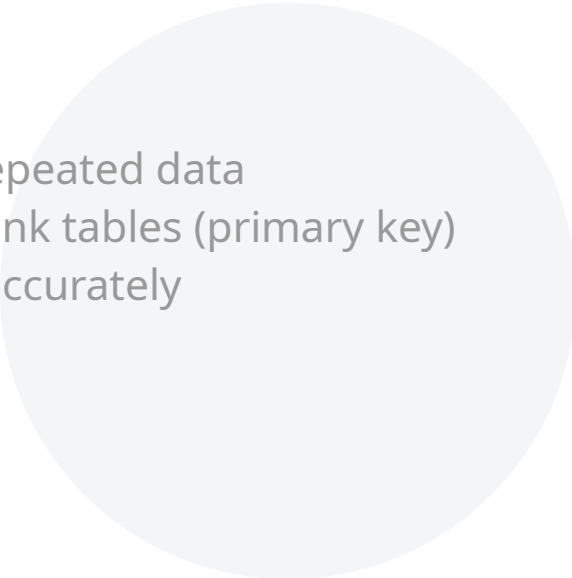
EDA

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	

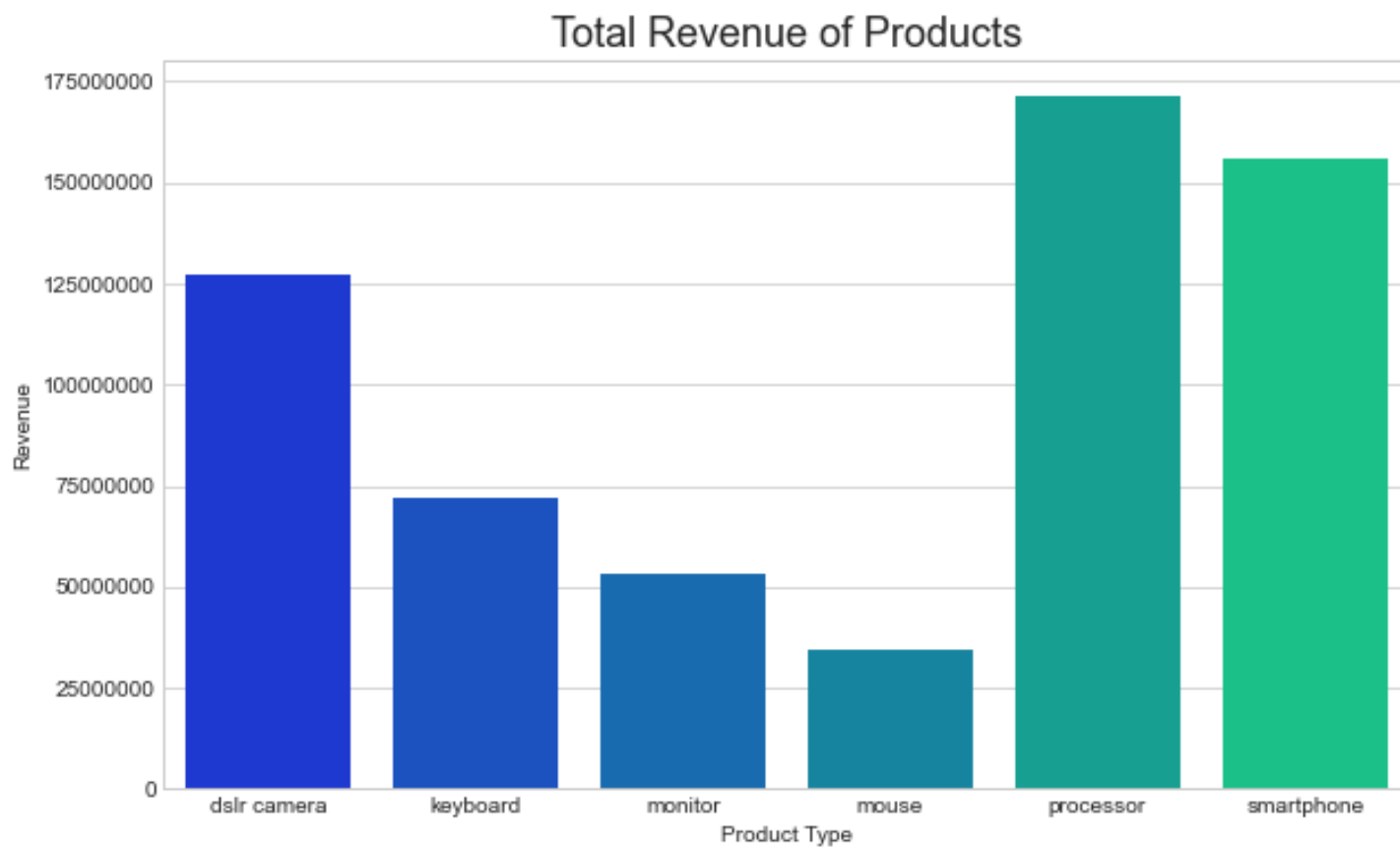
invoices	
InvoiceNo	varchar
CustomerID	int
invoice_date	date
invoice_time	int

customers	
CustomerID	int
Country	varchar

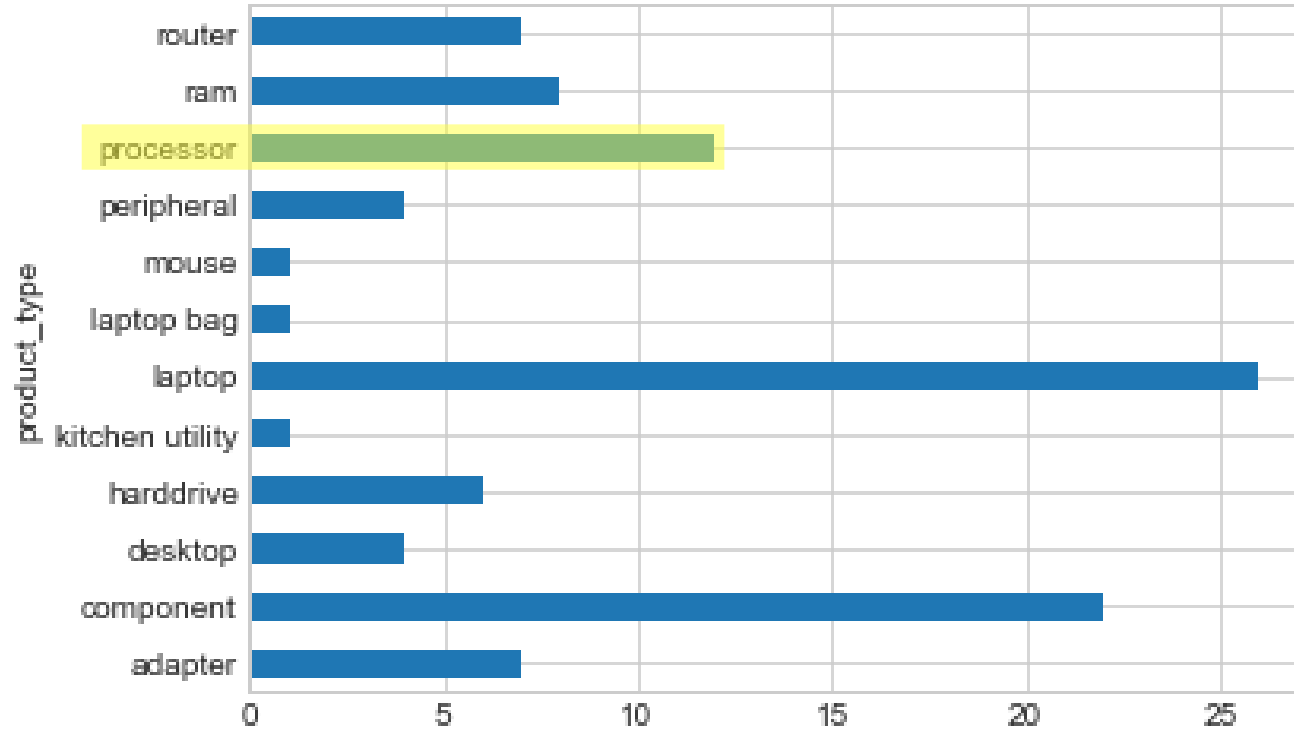
Component of primary key

Field name

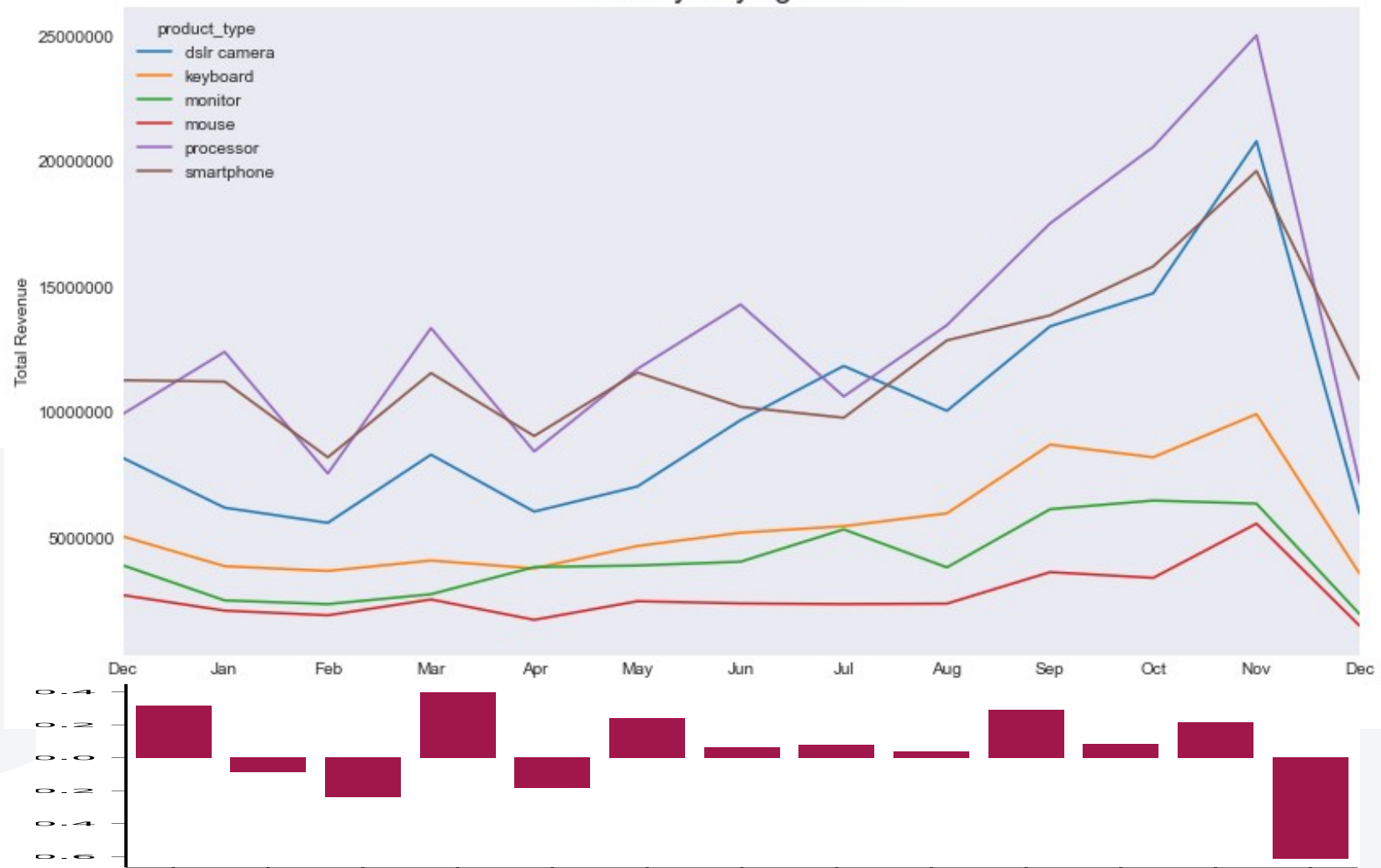
Data type



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

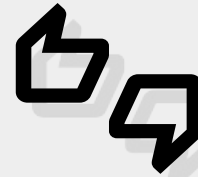


Tableau Dashboard



