Google Marketplace E-Commerce Analysis Proposal

According to investopedia, one of the reasons that businesses fail is lack of research, not being in the right market, and not reaching the right people. Research shows that 21.5% of small businesses and startups fail within the first year, 30% within the second year, 50% within the fifth year, and 70% within their 10th year. According to the lending tree, 42% of businesses fail because people don't actually need or want what is being sold. This number is much higher for e-commerce and online businesses. According to the Huffington Post, 90% of online businesses fail in only four months.

In order for businesses to succeed, we need to identify what metrics will improve profits for online stores by exploring and analyzing a customer's journey and providing recommendations on how to increase and improve conversion rates as well as how to avoid attribution issues. We need to determine where the sales are coming from and what marketing channels have the biggest impact.

For this project, we will be using Google's Bigquery Cloud Platform sample data on the Google Analytics 360 Data from the Google Merchandise store. This is typical for what would be seen on an ecommerce website, such as traffic source data, content data, and transactional data. We will be looking at data from August 2016 through August 2017. However, not all the data will be accessible. Some features are not available in the demo dataset such as clientId, adWordsClickInfo, and geoNetwork.

We will use this to analyze the customer journey, create an attribution model to help determine what modes of media or types of products to focus on within their business, and predict the likelihood a customer will buy a product.

We will be using Python to model and analyze the data, SQL to extract and format the data, and report results with a slide deck and Jupyter Notebook.

Source:

https://www.huffpost.com/entry/10-reasons-why-your-new-online-business-will-fail_b_7053610

https://www.investopedia.com/articles/personal-finance/040915/how-many-startups-fail-and-why.asp

https://www.lendingtree.com/business/small/failure-rate/

https://console.cloud.google.com/marketplace/product/obfuscated-ga360-data/obfuscated-ga360-data?project=lexical-script-761