





University of Denver Data Analytics Bootcamp

Project #2

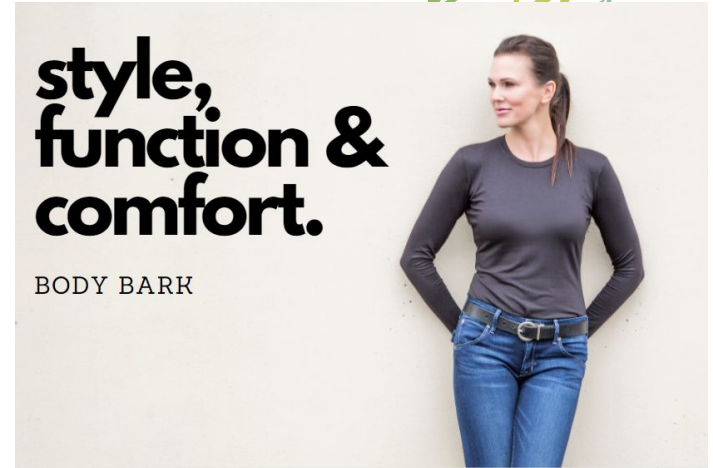
Tuesday, April 27, 2021

Presented by: Sara Kayhan, Catherine Poirier, Aishwarya Rao, Jason Sheridan, and Bailey Taber



What is Body Bark?

- ✦ Founded by Catherine Poirier in 2008
- ✦ Sustainable clothing brand whose mission is to create apparel that empowers the wearer.
- ✦ Sold online at: www.bodybark.com
- ✦ Sold wholesale to boutiques nationwide.



Our Approach

- ✦ SQL database from ETL Project
- ✦ Internet sales data was taken from Body Bark's website. Private customer information was removed.
- ✦ A data schema was developed
- ✦ Data Focus - Knowing how products are selling through is an important aspect of sourcing and inventory planning. A small company needs to know not only what styles are selling through but what colors sell best due to minimum buy lots.





Colors

Black

Navy

Ivory

Bluestone

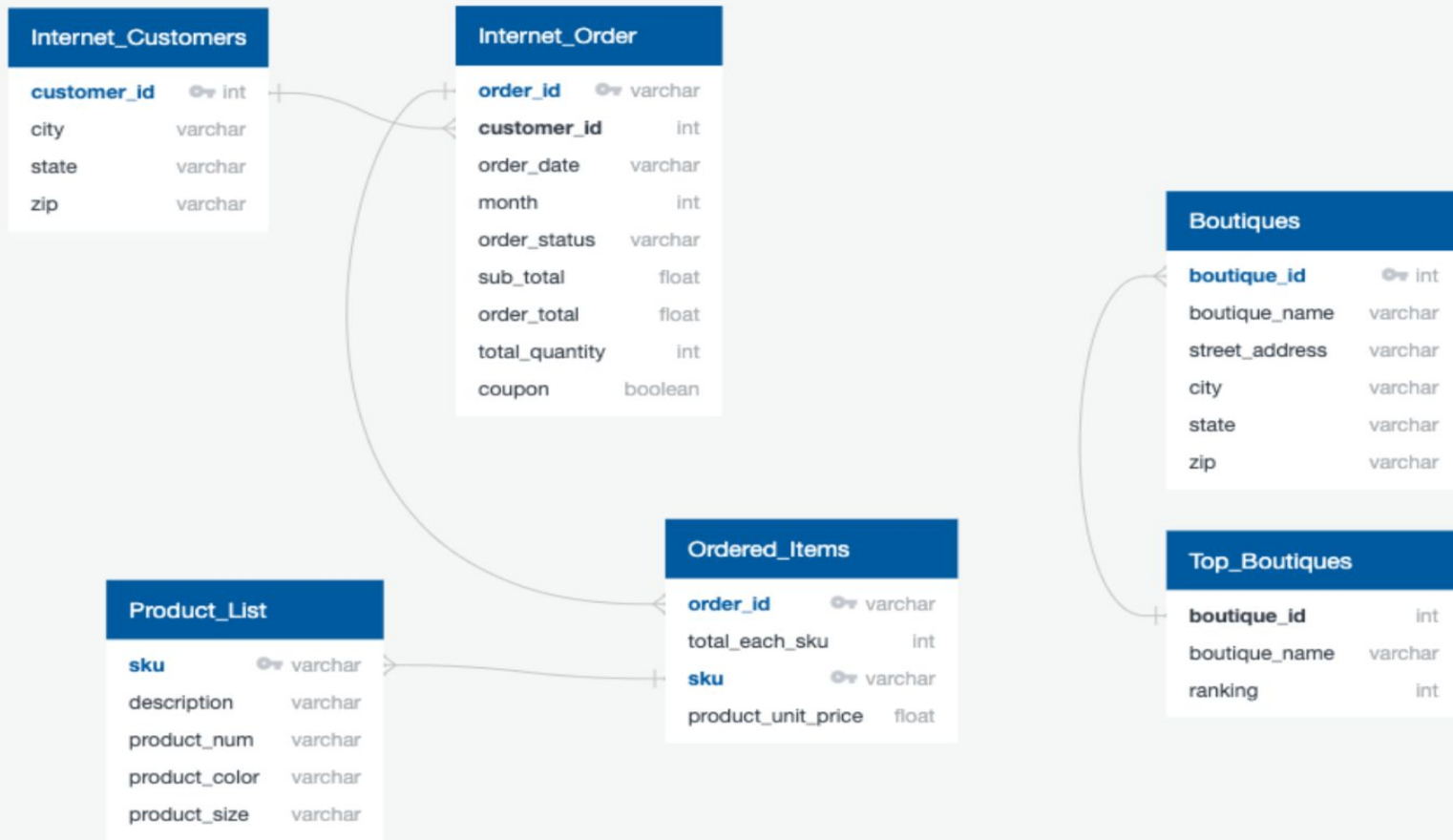
Fuchsia
Purple

Chili
Pepper
Red

Slate Gray

White





```

12 INNER JOIN "Internet_Order" as i ON
13
14 select * from "Internet_Order";
15
16 UPDATE "Internet_Order"
17 SET
18     order_date = '2021/01/01'
19     WHERE
20     order_date like '29/01/2021';
21
22 UPDATE "Internet_Order"
23 SET

```

```

6 create TABLE result2 As
7 (SELECT pd.product_color,
8     pd.product_size,
9     pd.product_num,
10     o.sku,
11     o.total_each_sku,
12     o.product_unit_price,
13     i.month,
14     i.order_date,
15     i.order_id,

```

Data Output Explain Messages Notifications

	product_color character varying	product_size character varying	product_num character varying	sku character varying	total_each_sku integer	product_unit_price double precision	month integer
1	Black	M	1050	1050-Black-M	1		109
2	Black	XL	401	401-Black-XL	2		72
3	White	L	2000	2000-White-L	1		78
4	SlateGray	L	2000	2000-SlateGray-L	1		72
5	Navy	XL	2000	2000-Navy-XL	1		78

```

64 create TABLE customer_zip As
65     SELECT ios.order_id,
66     |         io.customer_id,
67     |         io.order_date
68     FROM "Internet_Order" as io INNER JOIN "Internet_Orders" as ios
69     ON io.order_id = ios.order_id;
70

```



What Did We Find?

- ✦ Best selling colors are: black and white
- ✦ Overall, neutral colors have performed best



Charts Utilized



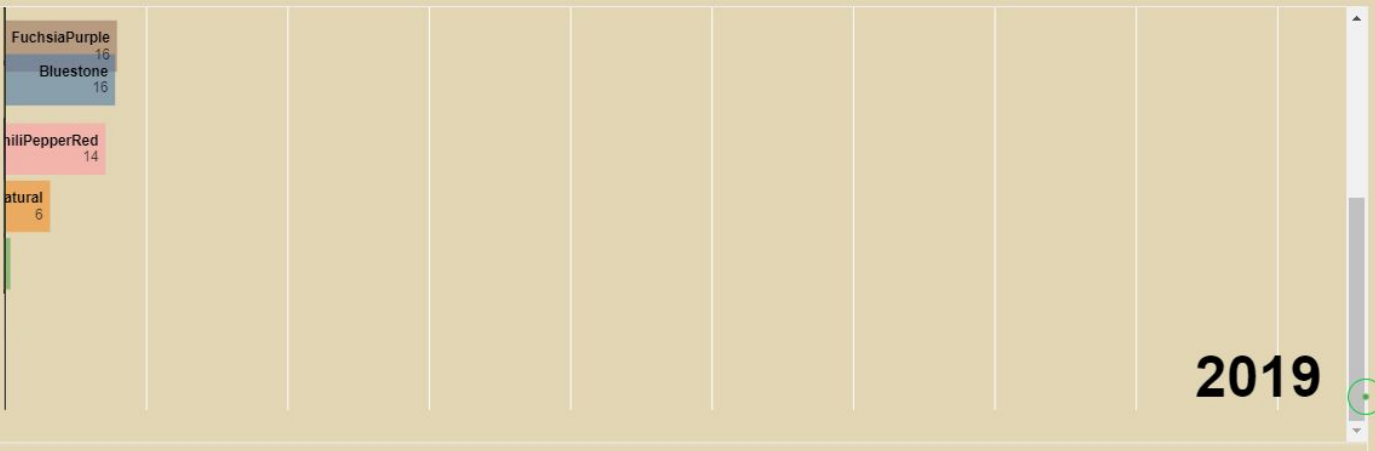
1. Plotly Bar chart
 - a. Totals
 - b. By Year Dropdown
2. Bar chart race- D3
 - a. iframe method
3. Pie chart
4. Heat map



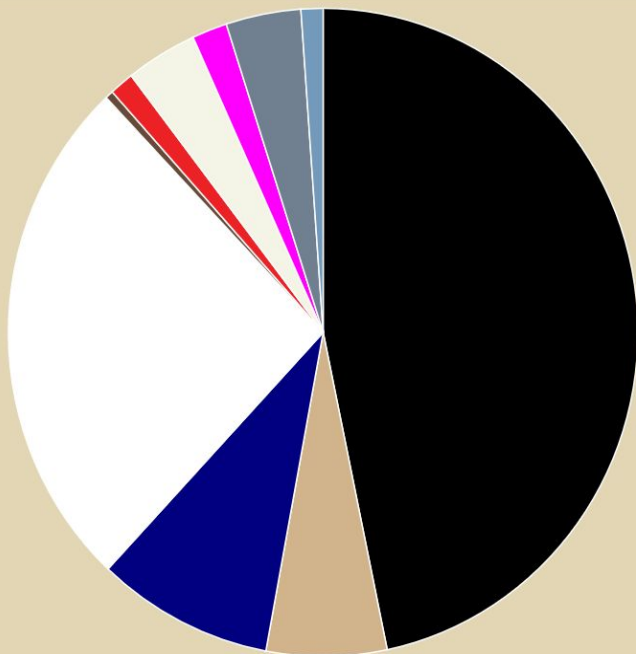


Jason Sheridan Bar Chart Race

Observable



Pie Chart



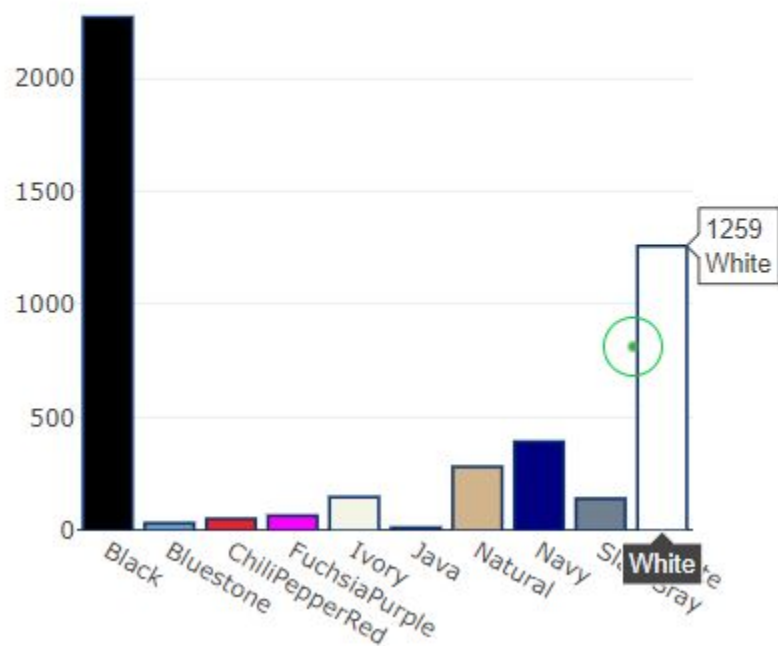
- Black
- Natural
- Navy
- White
- Java
- ChiliPepperRed
- Ivory
- FuchsiaPurple
- SlateGray
- Bluestone

Body Bark Internet Color Sales - Totals

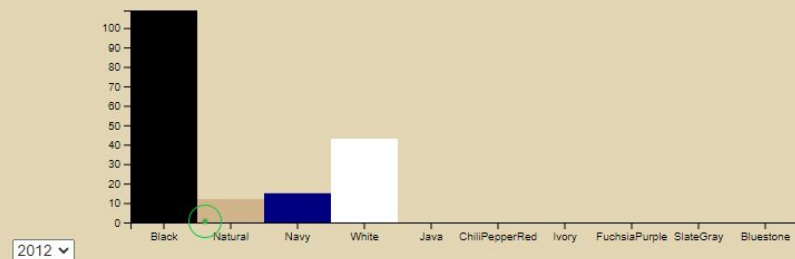
```
96
97 var legend = svg.selectAll('.legend') // selecting elements w
98 .data(data) // refers to an array of labels from our dataset
99 .enter() // creates placeholder
100 .append('g') // replace placeholders with g elements
101 .attr('class', 'legend') // each g is given a legend class
102 .attr('transform', function(d, i) {
103     var height = legendRectSize + legendSpacing; // height of
104     var offset = height * color.domain().length / 2; // verti
105     var horz = 18 * legendRectSize; // the legend is shifted
106     var vert = i * height - offset; // the top of the element
107     return 'translate(' + horz + ',' + vert + ')'; //return t
108 });
109
110 // adding colored squares to legend
111 legend.append('rect') // append rectangle squares to legend
112 .attr('width', legendRectSize) // width of rect size is defin
113 .attr('height', legendRectSize) // height of rect size is def
114 .style('fill', (d,i)=>{
115     return color(d.name)
116 }) // each fill is passed a color
117 .style('stroke', color) // each stroke is passed a color
118
119
120 // adding text to legend
121 legend.append('text')
122 .attr('x', legendRectSize + legendSpacing)
123 ;
124
125 // adding text to legend
126 legend.append('text')
127 .attr('x', legendRectSize + legendSpacing)
128 .attr('y', legendRectSize - legendSpacing)
129 .text(function(d) {
130     return d.name;
131 });
```



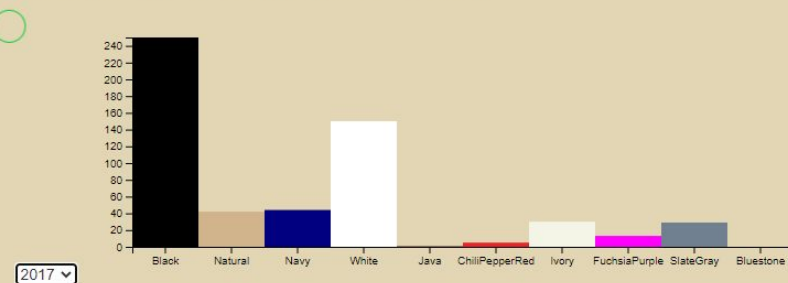
Body Bark Internet Color Sales - Totals



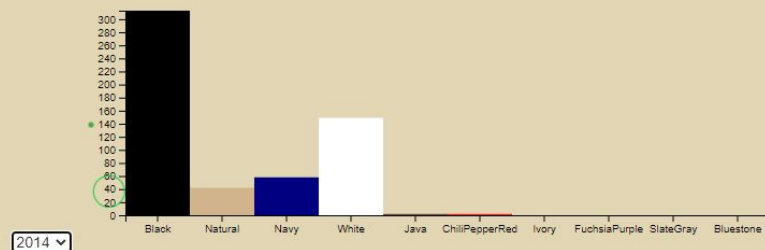
Body Bark Internet Color Sales - By Year



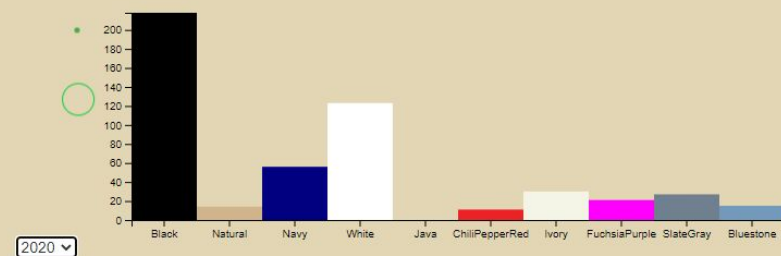
Body Bark Internet Color Sales - By Year

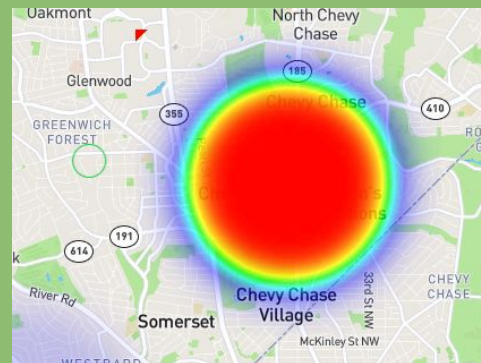
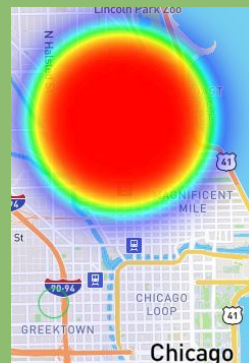
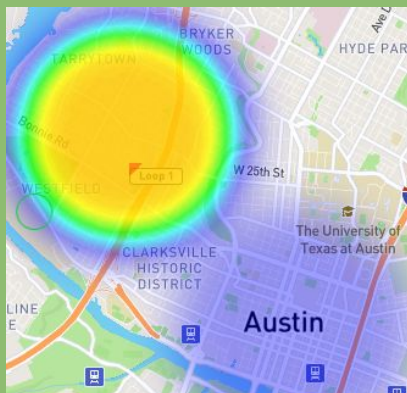
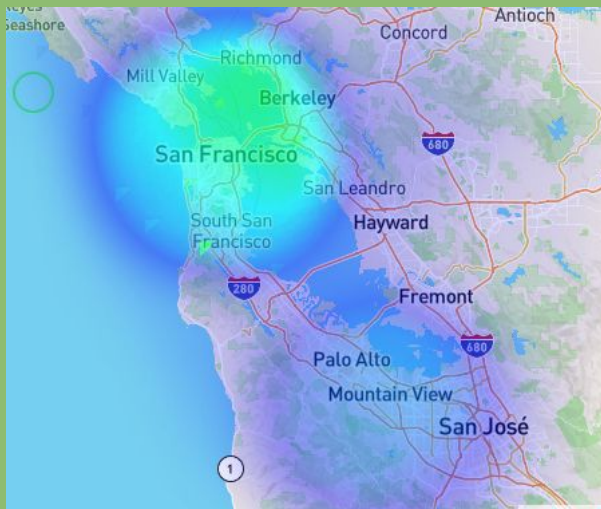
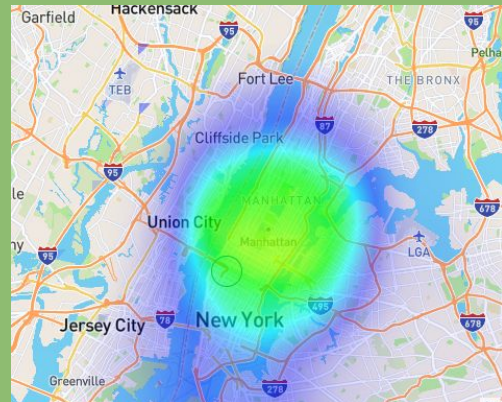
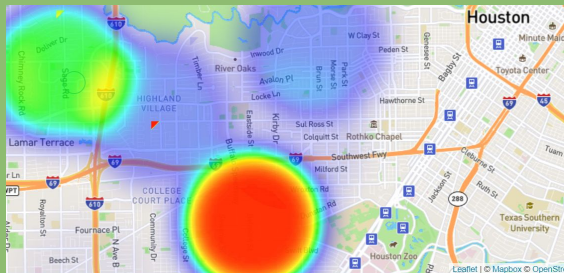


Body Bark Internet Color Sales - By Year



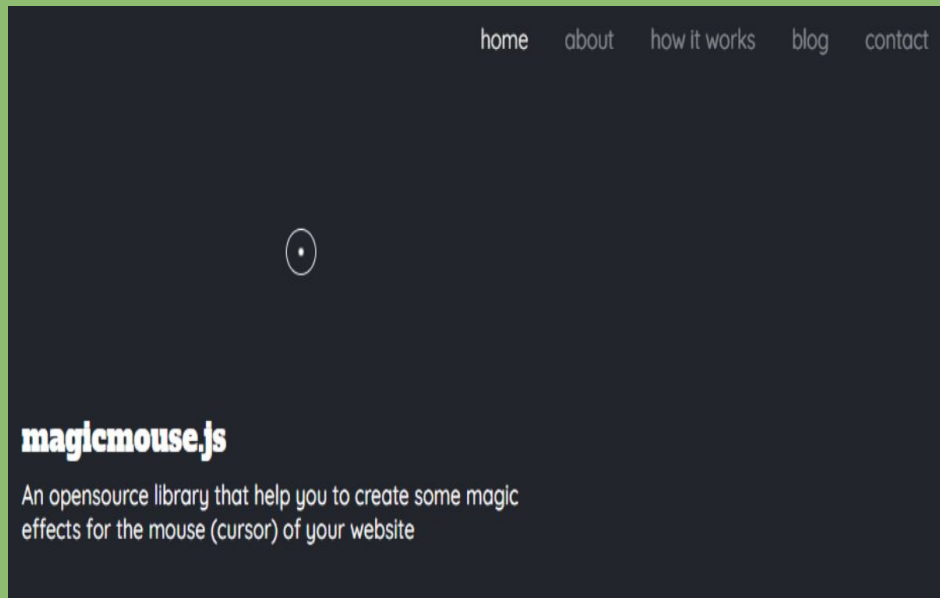
Body Bark Internet Color Sales - By Year





New JS Library

- ✦ MagicMouse.js
- ✦ Minimal code



```
<link rel="stylesheet" href="static/css/magic-mouse.css" />
```

```
# magic-mouse.css
```

```
<!--magic mouse-->
<script type="text/javascript">
  options = {
    "cursorOuter": "circle-basic",
    "hoverEffect": "circle-move",
    "hoverItemMove": false,
    "defaultCursor": false,
    "outerWidth": 30,
    "outerHeight": 30
  };
  magicMouse(options);
</script>
```



Challenges We Overcame

✦ Version control of html

✦ Versions of D3

✦ Future study

```
138
139 select sku, product_num, product_color, product_size
140 from "products_ordered_info";
```

	sku character varying	product_num character varying	product_color character varying	product_size character varying
1	1050-Black-M	1050	Black	M
2	401-Black-XL	401	Black	XL
3	2000-White-L	2000	White	L
4	2000-SlateGray-L	2000	SlateGray	L
5	2000-Navy-XL	2000	Navy	XL
6	2000-White-XL	2000	White	XL
7	802-White-XL	802	White	XL
8	402-ChiliPepperRed-XL	402	ChiliPepperRed	XL
9	501-Black-S	501	Black	S
10	501-SlateGray-S	501	SlateGray	S
11	230-White-S	230	White	S
12	230-SlateGray-S	230	SlateGray	S
13	601-White-S	601	White	S

- app.py
- color_count_totals2.csv
- config.py
- example.html
- Google_Geocode.ipynb
- heatmap_trial.ipynb
- indexFriday.html
- mars_flask_app (1).py
- mystyle.css
- mystyle_test.css
- README.md
- zipsgood.csv
- data
- index.html
- index_4_22_working.html
- index2.html
- indexcss.html

Boutiques	
boutique_id	int
boutique_name	varchar
street_address	varchar
city	varchar
state	varchar
zip	varchar

Top_Boutiques	
boutique_id	int
boutique_name	varchar
ranking	int

DASHBOARD



Questions?

Feel free to put them in them Slack. Thank you!

www.bodybark.com





Aishwarya Rao



Catherine Poirier



Sara Kayhan



Jason Sheridan



Bailey Taber

