MGMTMSA 405
Final Project
E-Commerce User Behavior Analysis

Team 15
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Problem Statement

We will be analyzing the customer, sales and product trends, for an Indonesian online fashion platform *'Fashion Campus'* for targeted marketing, product and sales recommendations.

Sales Trends

Look at the platform sales trends and quantity sold across 6 years by various categories

Churn Prediction

Predict which users are likely to stop purchasing from the platform in three months

Product Popularity

Identify product popularity at various levels such as brands and categories

Datasets used in analysis

01 Customer

Customer level -

- Demographics
- Account info
- Device info

02 Transaction

Transaction level -

- Bookings
- Payments
- Product metadata
- Timestamps

03 Product

Product level -

- Descriptions
- Categories
- Pricing

04 Clickstream

On-site behavior

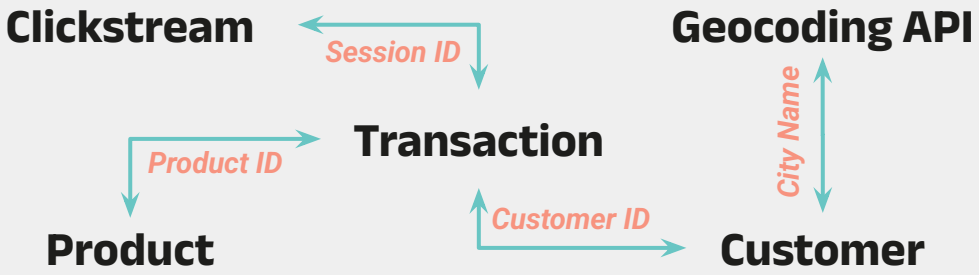
- Session logs
- Page views
- Category clicks
- Dwell-time

05 Geocoding API

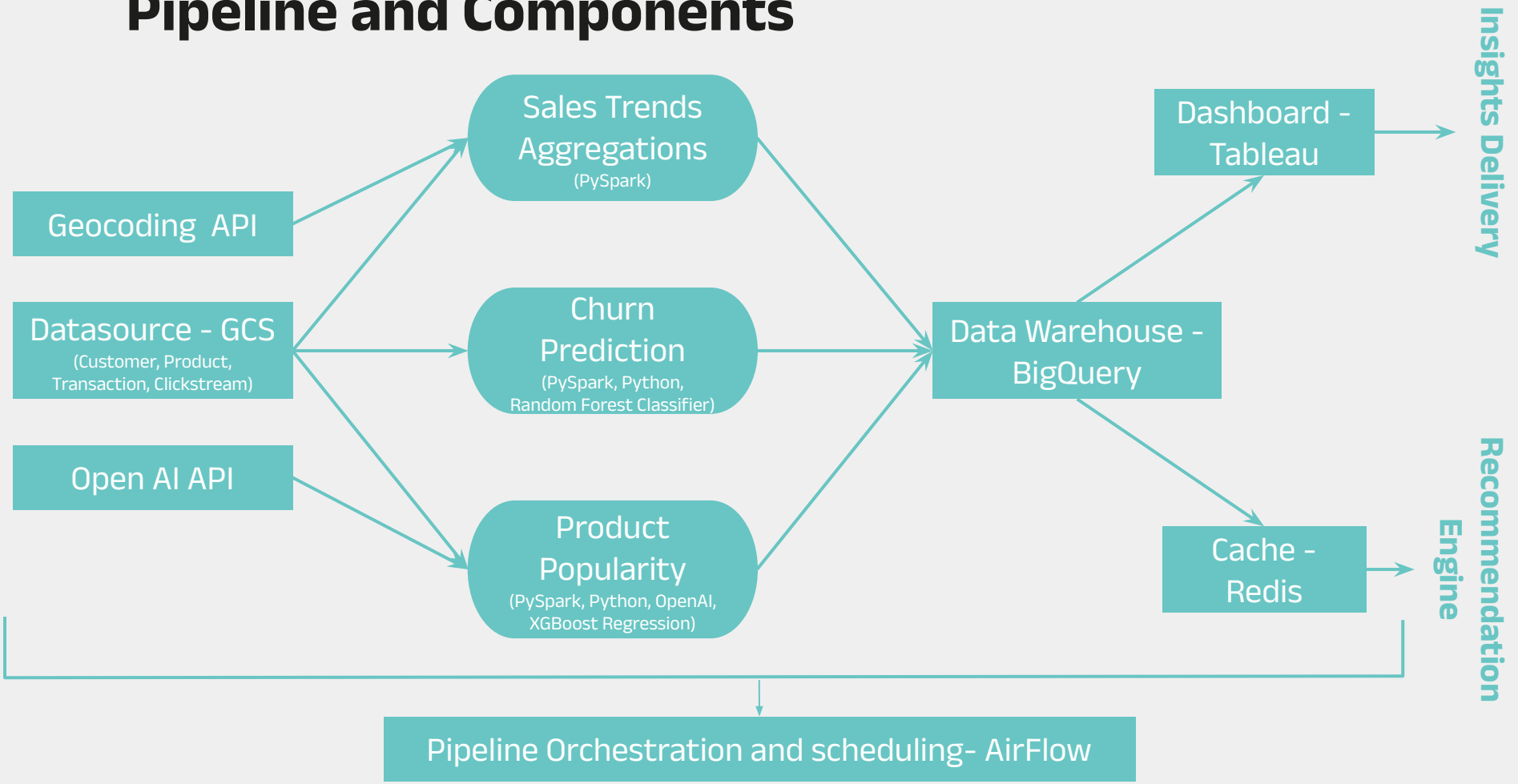
Cities in Indonesia

- Latitude
- Longitude

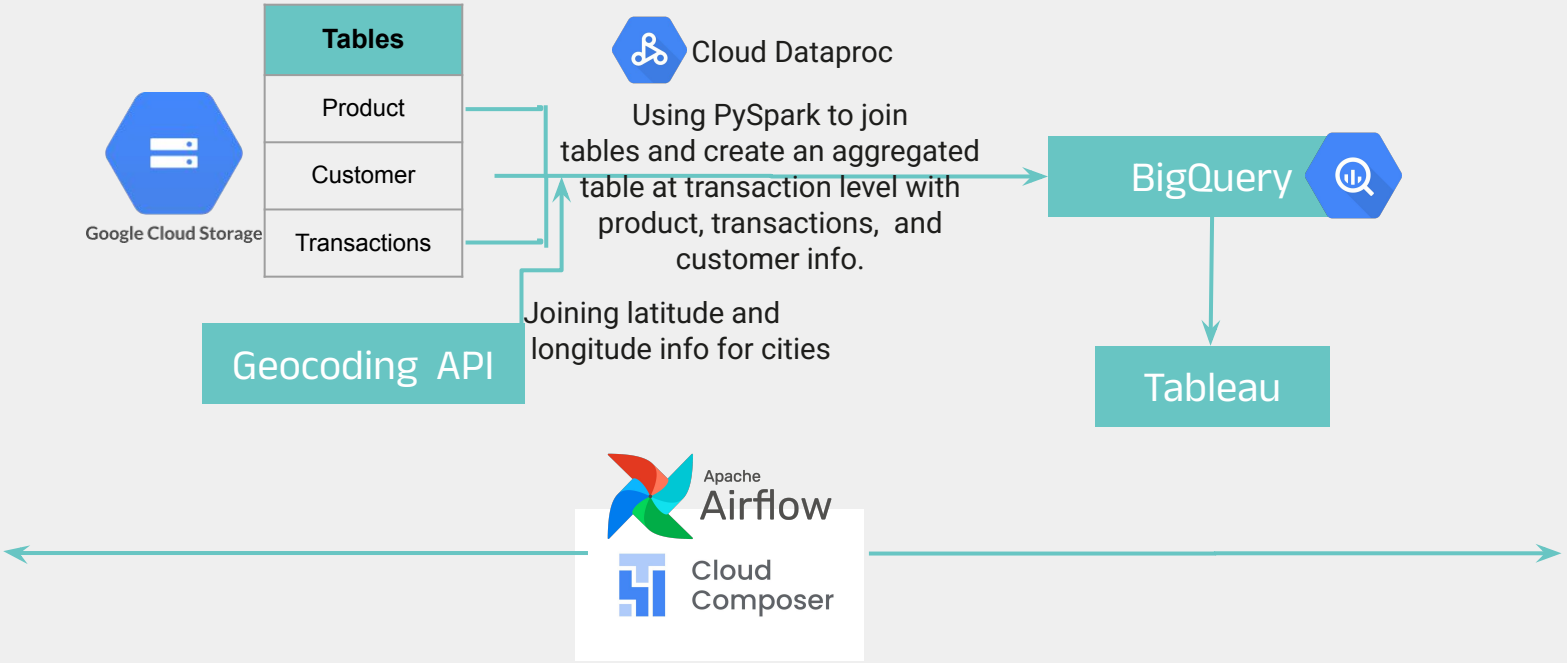
Join Keys -



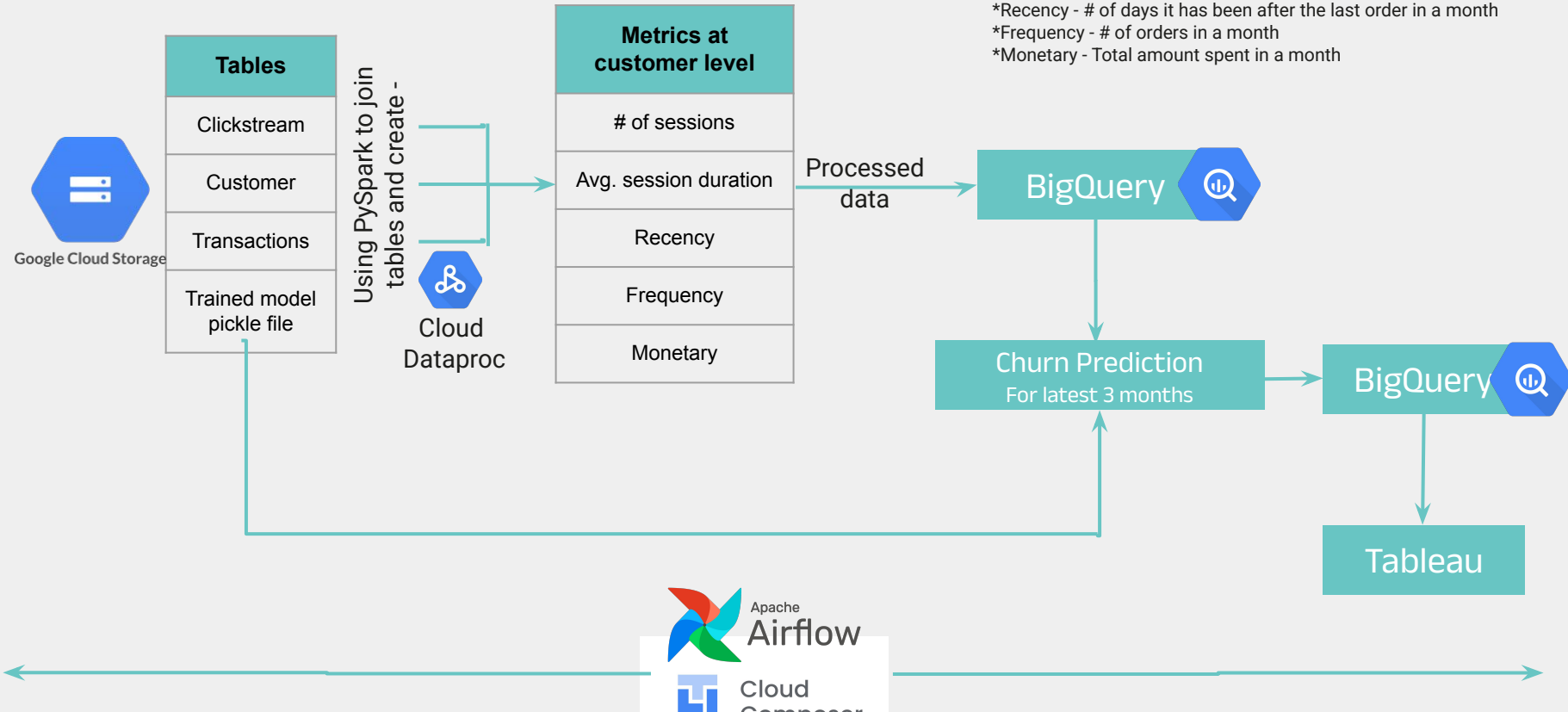
Pipeline and Components



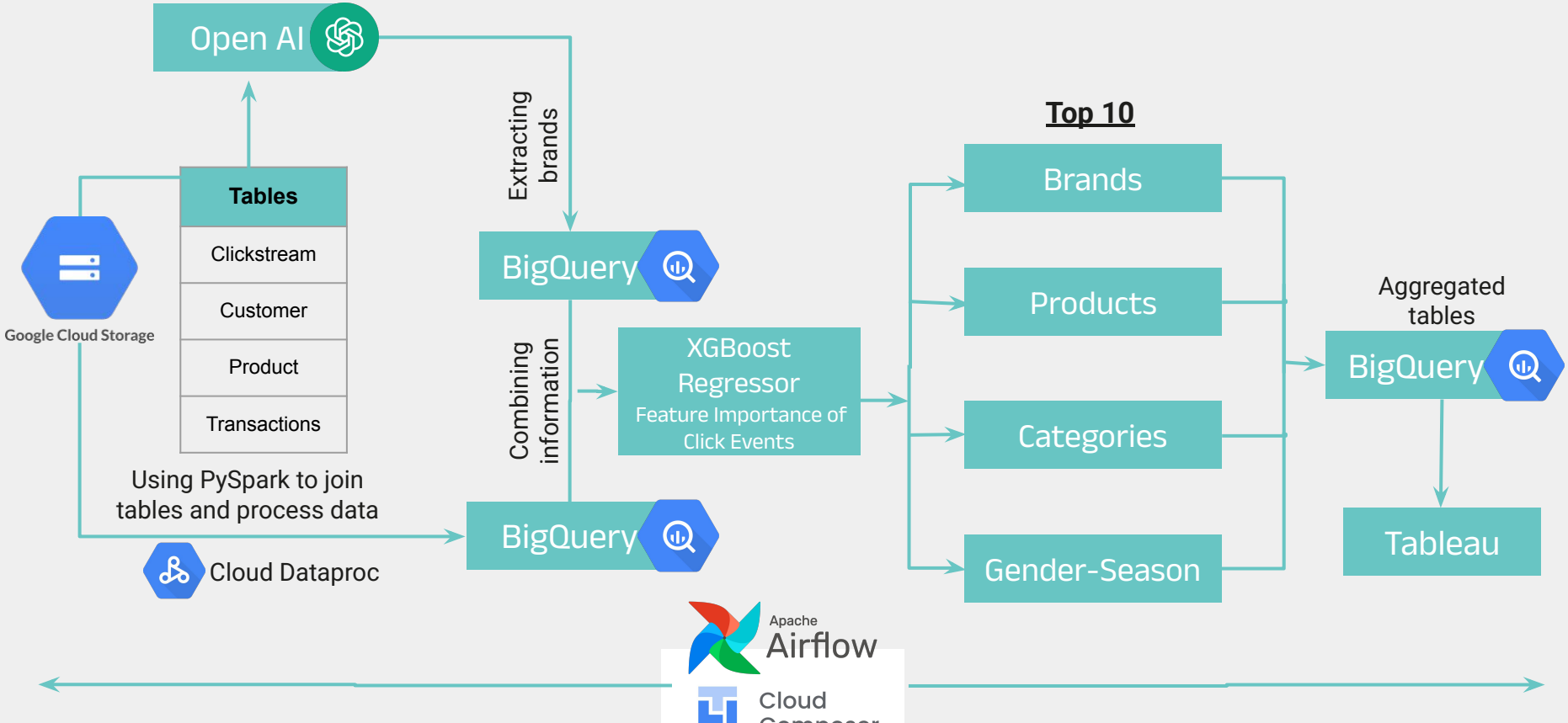
Sales Trends Analysis



Churn Prediction Analysis

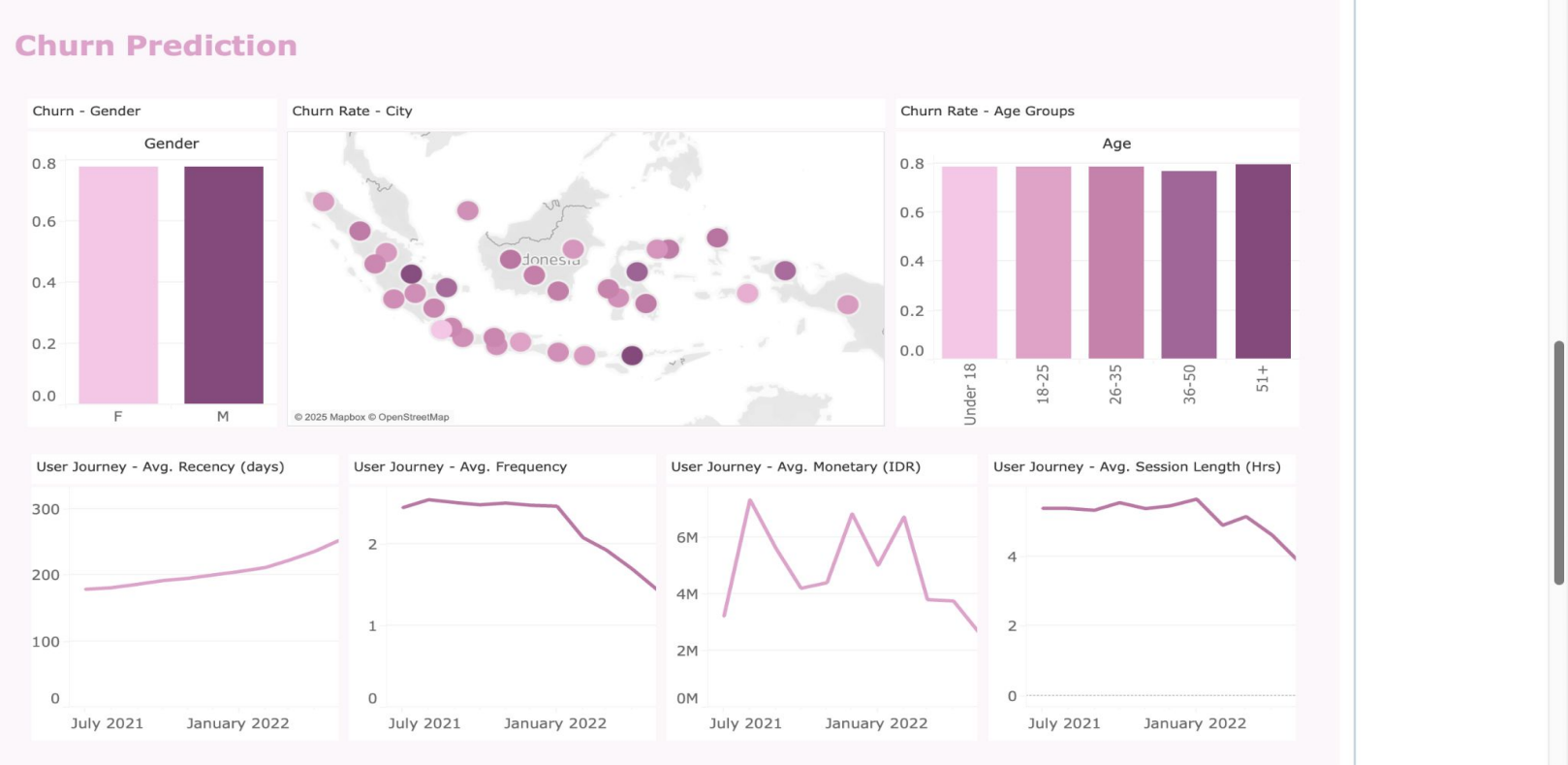


Product Popularity Analysis



Dashboard - Sales Trends

Dashboard - Churn Prediction



Dashboard - Product Popularity

Thank you!