

Client: Etsy

Problem: How can Etsy help shop owners better succeed on its platform?

Impact Hypothesis: Understanding the types of shop types and owners on Etsy will allow Etsy to outreach to each with a strategy tailored to each shop.

Dataset: <https://www.kaggle.com/snowwlex/etsy-shops>

Features:

- 2019 Etsy Seller Accounts (sample)
- Number of Sales
- Active Listing Count
- Number of Reviews
- Review Ratings

Solution Paths:

EDA of seller profiles. Perform unsupervised clustering of sellers to understand what makes each successful.

A/B Testing to add features to identified quadrant shop landing page: Low/Low, High/High, Low/High

General questions:

- Does shop location matter
- How is free shipping determined
- How are ratings displayed in category UI
- Who is shop owner full time/ part time
- Do admirers (followers) increase reviews/sales of shop

Questions Sales vs Active listings:

- What price points do well with active listings
- Do shops that organize their active listings by category do better than ones that do not
- Do shops with less active listings do more custom orders

Questions Sales vs Number of Reviews:

- What are reviews based on, is it overall or categorical
- Do reviews help overall sales
- How do sales help a shop move up in the main UI vs categorical UI