

Question/need:

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?
 - **Proposal:**
 - We want to create an Etsy Mobile App rewards system to help Etsy increase their mobile ecommerce percentage, while helping newest shop owners by creating a feature in the Sell on Etsy App where Etsy shop owners stay connected with customers post purchase to increase retention, and gain followers/reviews for to move up on search page.
 - **Opportunities:**
 - Increase "Active Users" currently equaling 1 sale in 12 months, to 1 sale per month
 - Rewards for using APP
 - Increase active listings through building ratings (reviews and followers)
 - Increase retention of shop owners by helping them build a following in their first few months
 - **Impacts:**
 - Increase on mobile ecommerce from 17% to 25%
 - increase return customers to new shop owners
 - increase success of new shop owners leading to retention of shop on Etsy
 - **Potential Data Science Solutions:**
 - Exploratory Data Analysis – propose actions from data
 - A/B testing over a period of 6 weeks to determine success rate
- Who benefits from exploring this question or building this model/system?
 - Etsy – Listing Fees & Transaction Fees
 - Etsy Shop Owners – product sales
 - Etsy consumers – satisfactory from previous review recommendations

Data Description:

- What dataset(s) do you plan to use, and how will you obtain the data?
 - https://www.kaggle.com/sepida/etsy-shops?select=etsy_shops_data.csv
- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?
 - 20k new shops
 - Active Listing Count
 - Reviews
 - Followers
 - Sales

Tools:

- How do you intend to meet the tools requirement of the project?
 - Google sheets/ Tableau
 - Use Google sheets to compare data to support hypothesis
 - Use Tableau to visualize data
- Are you planning in advance to need or use additional tools beyond those required?
 - No

MVP Goal:

- What would a minimum viable product (MVP) look like for this project?
 - Weekly emails from shops you follow with Etsy only details.