

# Project Proposal

## Etsy

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# Table of Contents

01

**Introduction**  
Problem, Impact  
Hypothesis, Features,  
Data, Solution Path

02

**In Depth**  
Analysis, Tools, Key  
Findings

03

**In Brief**  
Summary / Conclusion

04

**Questions**

05

**Thank you**





# Introduction 01

Problem, Impact Hypothesis,  
Features, Data, Solution Paths

**Client Problem:** How can **Etsy** help shop owners better succeed using the features on its platform to drive sales.

### **Features:**

- 2019 Etsy Shop Accounts
- Number of Sales
- Active Listing Count
- Number of Reviews
- Review Ratings

### **Dataset:**

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

### **Impact Hypothesis:**

Understanding shop types and owner style on Etsy will allow Etsy to outreach to each shop with a tailored strategy





# In Depth

Tools, Findings

# 02

## → The number of active listings does not affect the number of sales

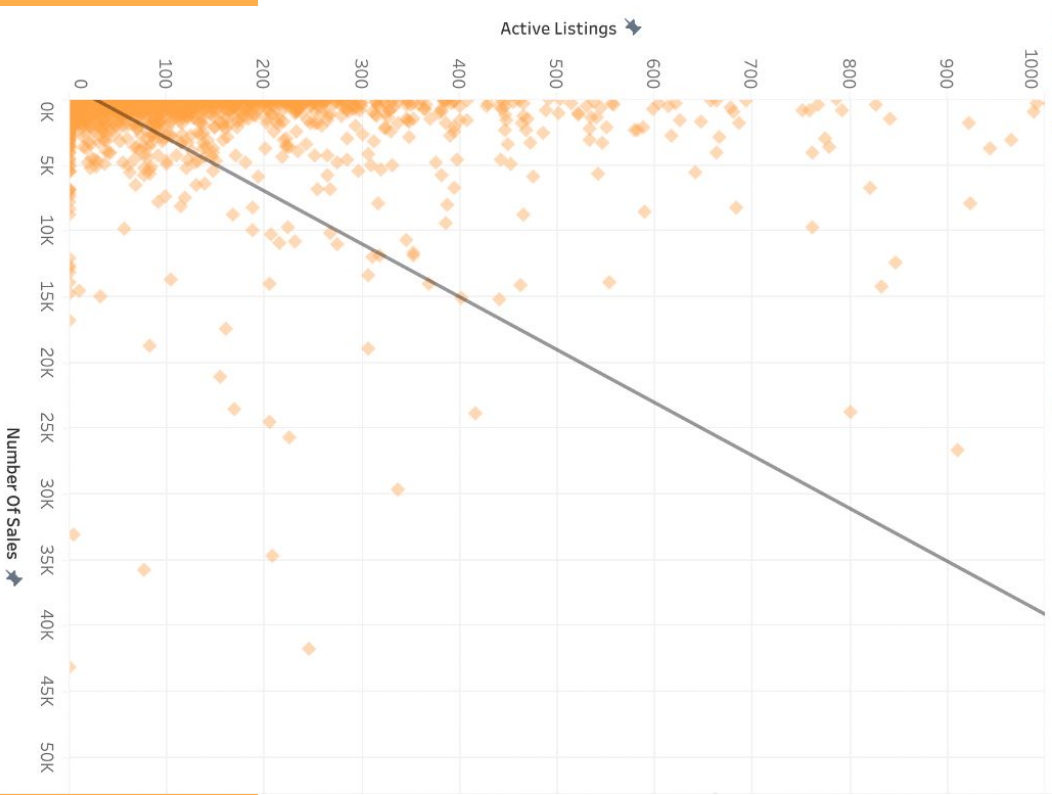
Seller Location: California, United States  
Active Listings: 245  
Number Of Sales: 41,807

Seller Location: Hong Kong, Hong Kong  
Active Listings: 827  
Number Of Sales: 460

Seller Location: Utah, United States  
Active Listings: 77  
Number Of Sales: 35,833

Seller Location: New York, United States  
Active Listings: 858  
Number Of Sales: 58,206

Etsy Shop Sales vs Active Listings



# Exploring Engagement

## #1 Etsy Shop 2019

planner Kate®

stickers & organization

Favorite Shop (58.1k)



**PlannerKate**  
PlannerKate  
Oak Harbor, Ohio  
1,635,724 Sales ★★★★★

★ Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.

### Announcement

Last updated on Jan 1, 2021

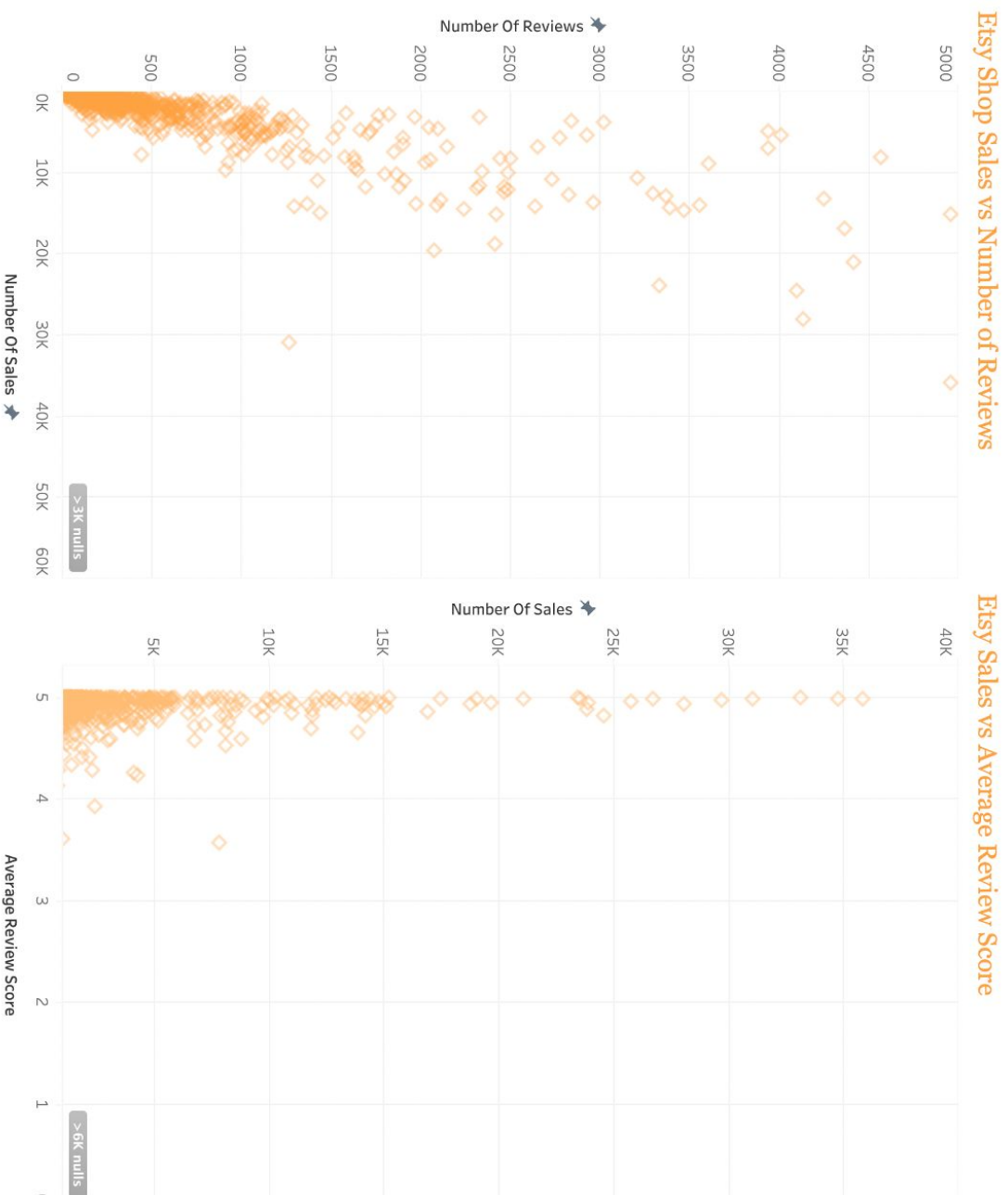
\*\*\*FIVE FREEBIES WITH EVERY ORDER!\*\*\*  
New Releases on Wednesdays and / or Fridays at 10am EST. Follow IG or FB Group for shop calendar details!

### Items

Search items



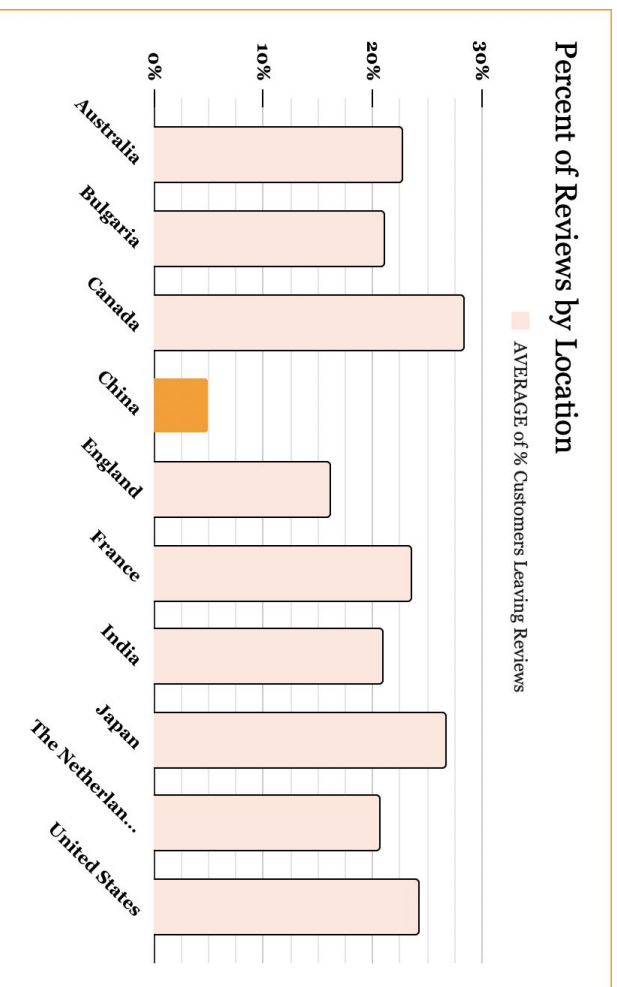
All	1947
NEW RELEASES!	77
50% OFF SALE!!!	20
25% OFF SALE!!!	87
2021 KITS & MINI KITS	250
2020 KITS & MINI KITS	200
MINI EVENT SCRIPTS	69
FUNCTIONAL STICKERS	510
CUSTOM FONTS & CHANGES	9
ICONS	26
BLACK / JENPLANS SCRIPT	219
PK DASH STICKERS	27
PK DOODLES	255



→ Number of reviews  
& average review  
scores have a direct  
correlation to driving  
the number of sales  
per shop



# Shop Location



## Japan

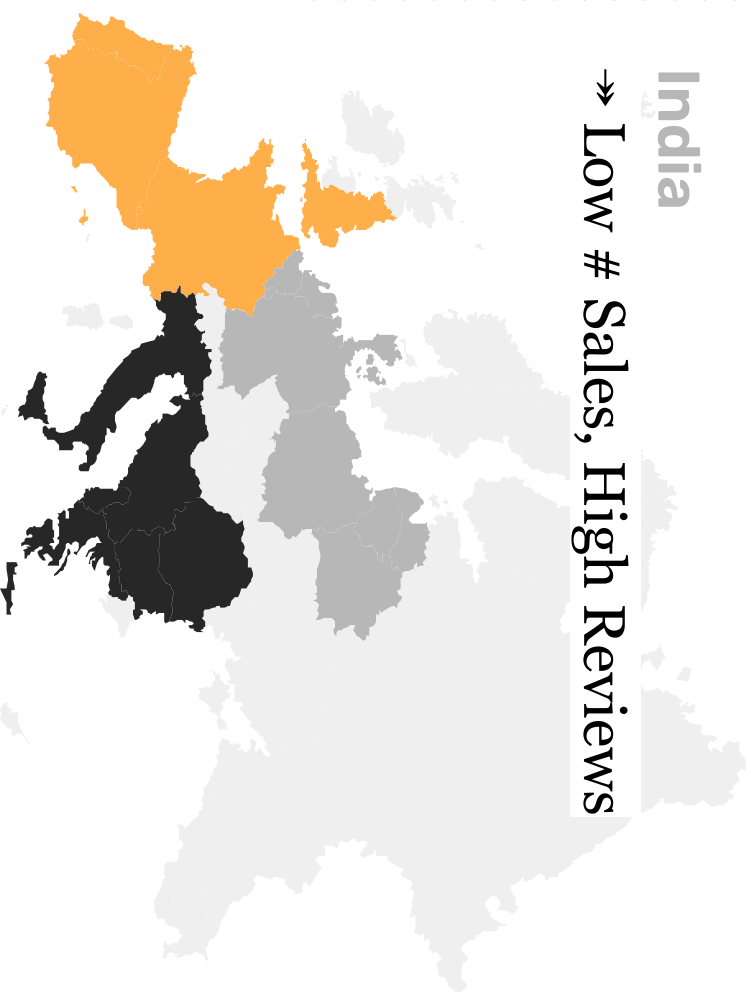
→ High # Sales, High Reviews

## China

→ High # Sales, Low Reviews

## India

→ Low # Sales, High Reviews



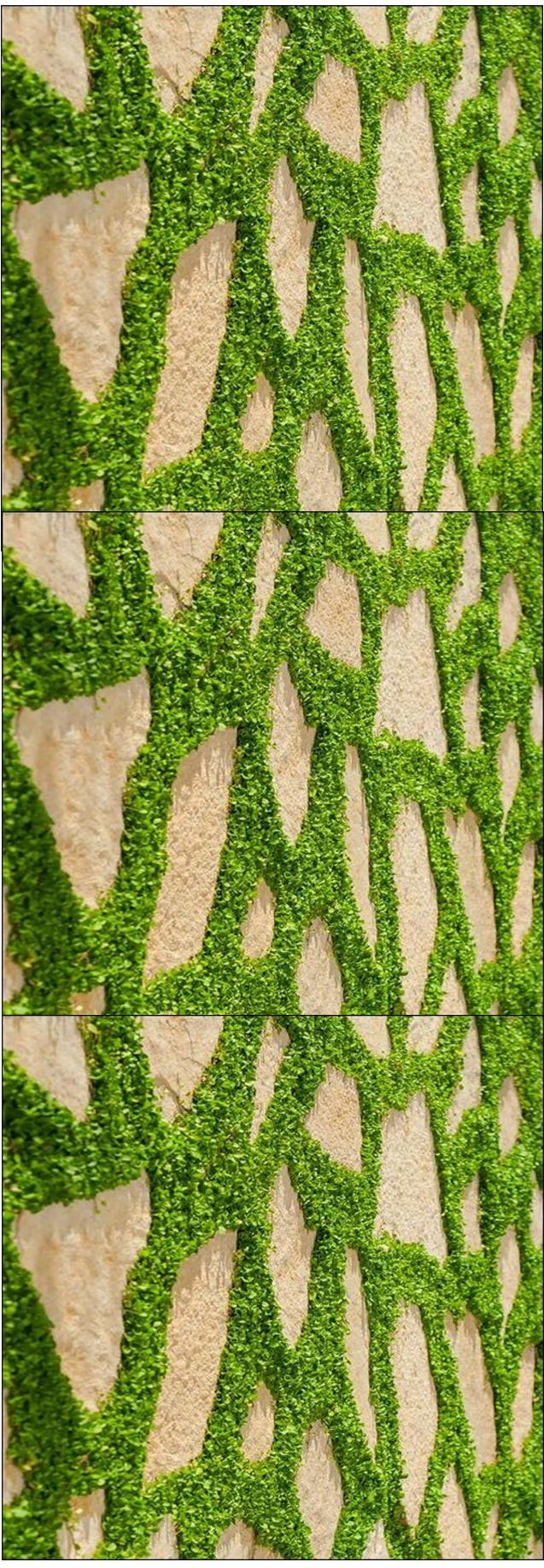
- » The average percent of customers leaving reviews is 23%
- » China is significantly lower at 5% reviews, despite being 2nd highest in average number of sales
- » Canada has the most reviews at 28%, with lower number of sales

<i><b>Seller_Country</b></i>	<b>AVERAGE of % Customers Leaving Reviews</b>
Australia	23%
Bulgaria	21%
Canada	28%
<b>China</b>	<b>5%</b>
England	16%
France	24%
India	21%
Japan	27%
The Netherland	21%
United States	24%

<i><b>Seller_Country</b></i>	<b>AVERAGE of Number_of_Sales</b>
<b>+</b> Total	28,026
<b>+</b> Australia Total	26,683
<b>+</b> Bulgaria Total	88,437
<b>+</b> Canada Total	<b>15,960</b>
<b>+</b> China Total	<b>77,145</b>
<b>+</b> England Total	15,560
<b>+</b> France Total	14,747
<b>+</b> India Total	11,798
<b>+</b> Japan Total	137,057
<b>+</b> The Netherlands Total	12,059
<b>+</b> United States Total	23,960

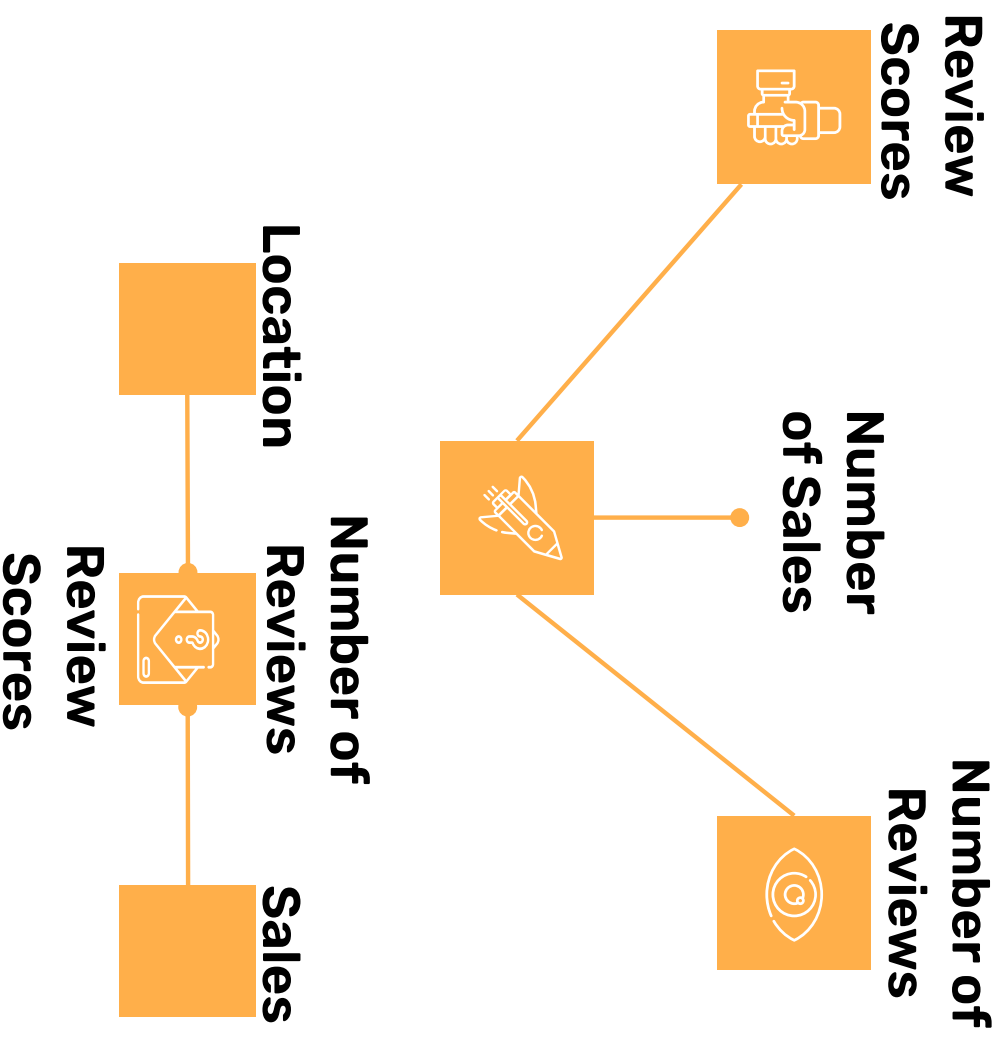
# 03

## In Brief



# Summary

- Reviews/Scores are driving sales
  - Can incentives drive reviews in low engaged shops
- Collect dollar amount per shop to compare
- Deeper analysis on shop owners: Professional vs Amateur
  - Two membership styles
- Deeper dive into location differences, China vs Japan, Canada etc.





## Solution Paths:

→ Exploratory analysis of seller profiles. Perform unsupervised clustering of sellers to understand what makes each successful

→ A|B Testing to add features to identified quadrants shop landing page

- Low Sales/Low Engagement
- Low Sales/ High Engagement
- High Sales/ Low Engagement
- High Sales/ High Engagement



# Thanks

Do you have any questions?

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