**DESCRIPTION**

Catalog of products and the popularity of items

**SUMMARY**

Products and rating of e-commerce website [NewChic.com](http://newchic.com/)

**Content**

Product records and their popularity / interactions with customers.

Data snapshot on early august 2020.

**Inspiration**

Among other opportunities, you may use this data for ...

**RESEARCH opportunities**

* to find trends of products that do not age
* top products
* user tastes
* study the segmentation of user tastes and link that to the [population of visitors](https://www.similarweb.com/fr/website/newchic.com/)

**BUSINESS opportunities**

* Finding top products to sell
  + => optimise your stock by picking styles people want
* Finding top categories of products
  + which niches might sell the most products ? That way you may focus your investments and not waste funds on dead categories.  
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Metadata

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To help assert the population of the website and use it to improve your analysis, you'll find info about its traffic on [SimilarWeb](https://www.similarweb.com/website/newchic.com/" \t "_blank).

Here is a screenshot of the site's page on august 2020.

