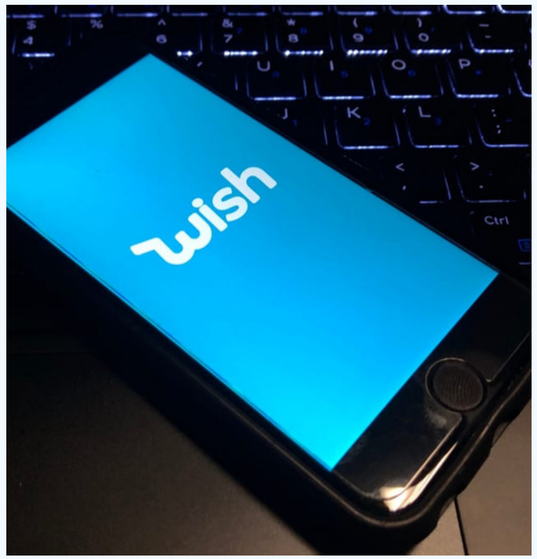
wish

NEXT TOP MODEL (MERCHANT)

Presented by Nanthale Collins

Objective



BACKGROUND

What is Wish App?
Data

FINDINGS
TESTING

Deep Dive into data
Testing on data

NEXT STEPS/ CONCLUSION

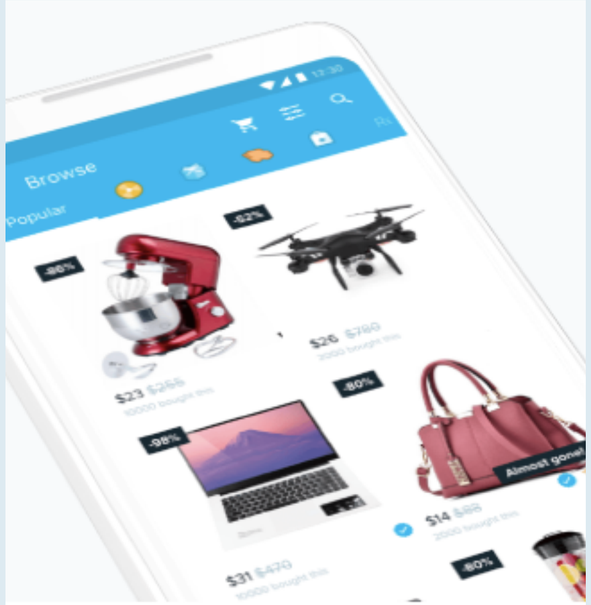
Suggestions to company and what we should focus on next.

wish wish wish wish

"WE ARE PROVIDING PEOPLE ACCESS TO AFFORDABLE GOODS."

Wish is a global e-commerce platform based in San Fransisco that connects merchants and consumers from every continent, socio-economic status, and walk of life across the word.

On August 31 2020 Wish filed to become a Public Company



WHY WISH?

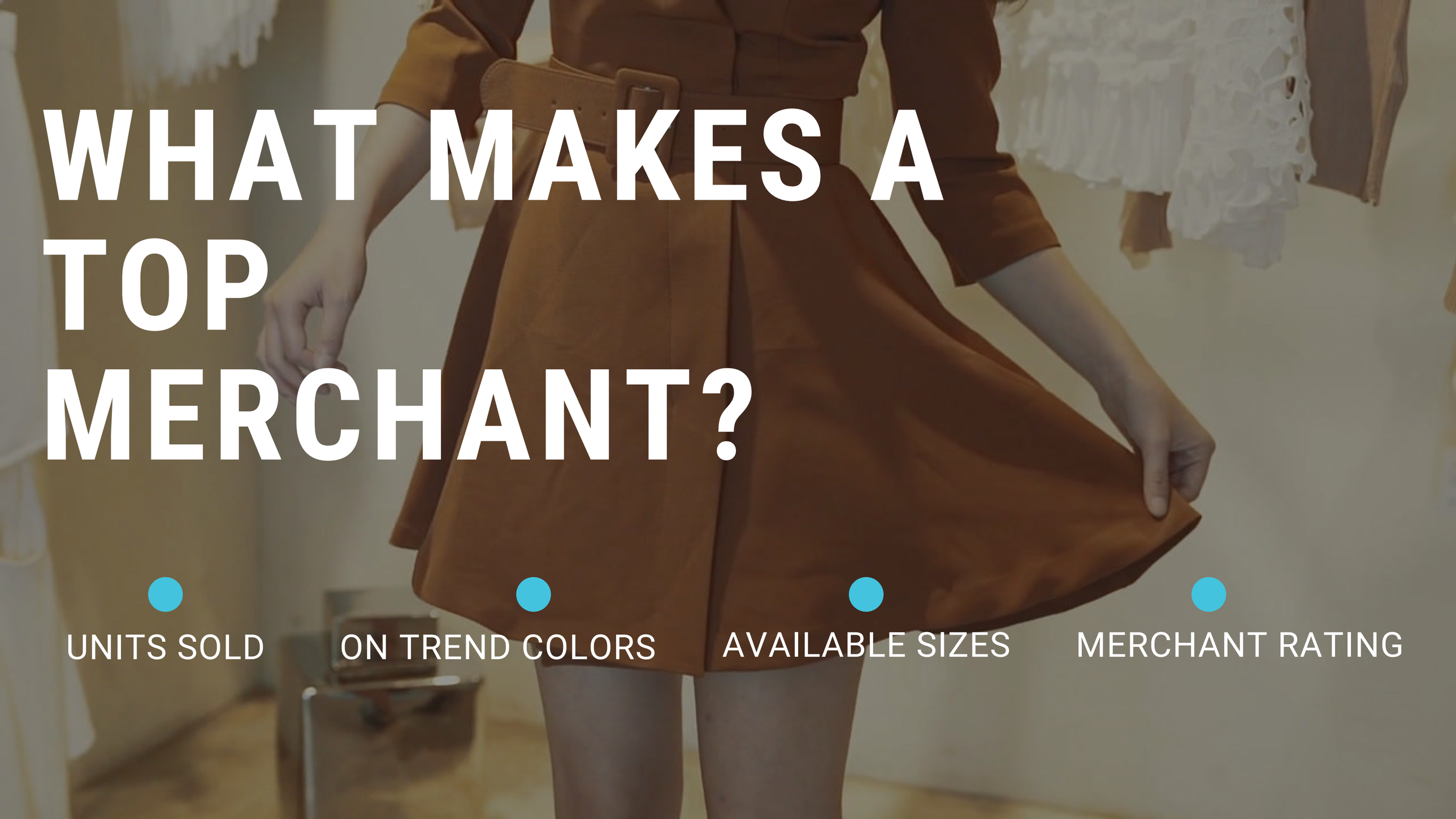
My experience
Must be a better way

THE DATA

AUGUST 2020
WOMENS APPAREL

Content:

- Collected using tag word "Summer"
- Merchant Free type information in
- No Categories



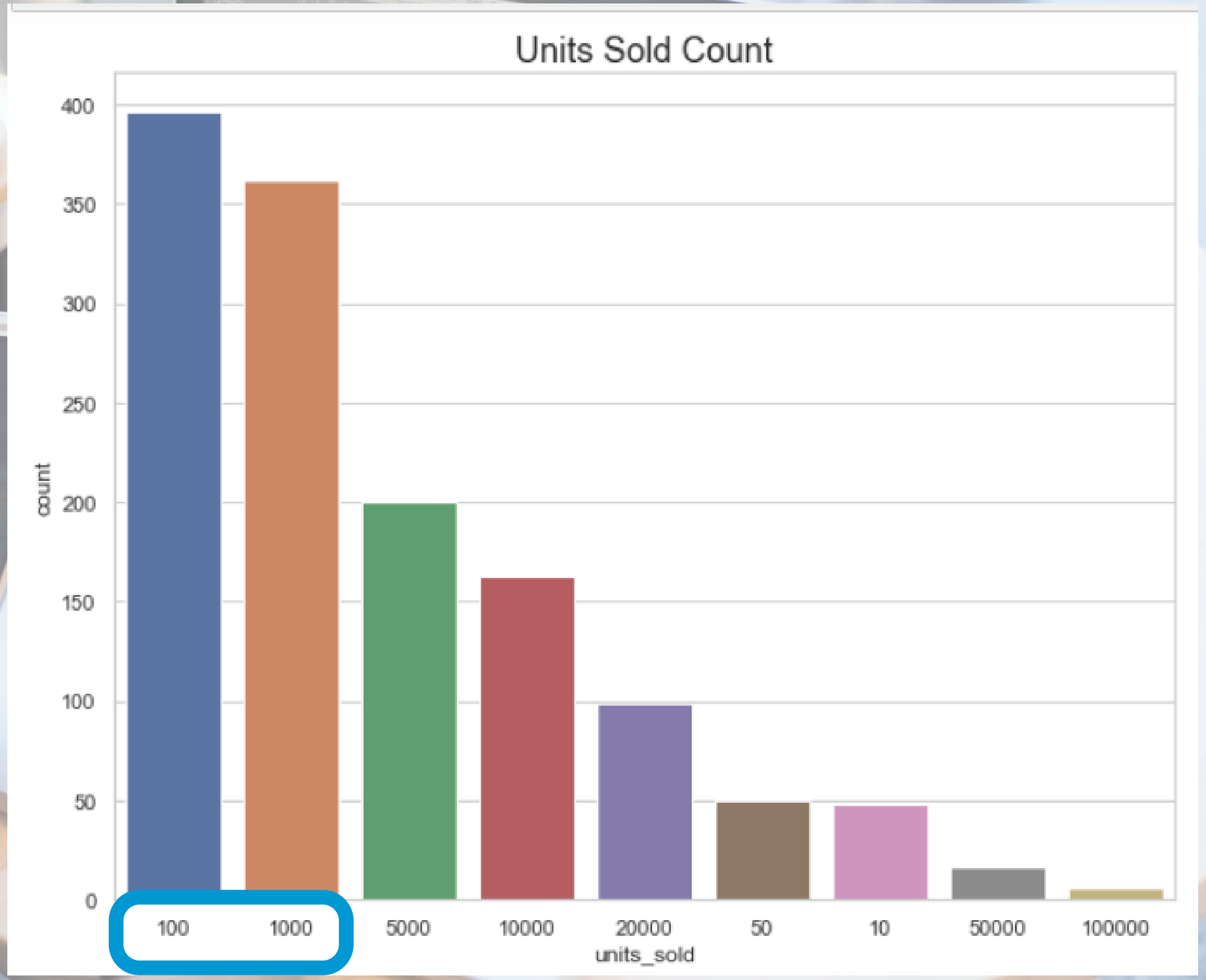
WHAT MAKES A TOP MERCHANT?

- UNITS SOLD
- ON TREND COLORS
- AVAILABLE SIZES
- MERCHANT RATING

UNITS SOLD

6.5 MILLION

54.5 Million in Revenue

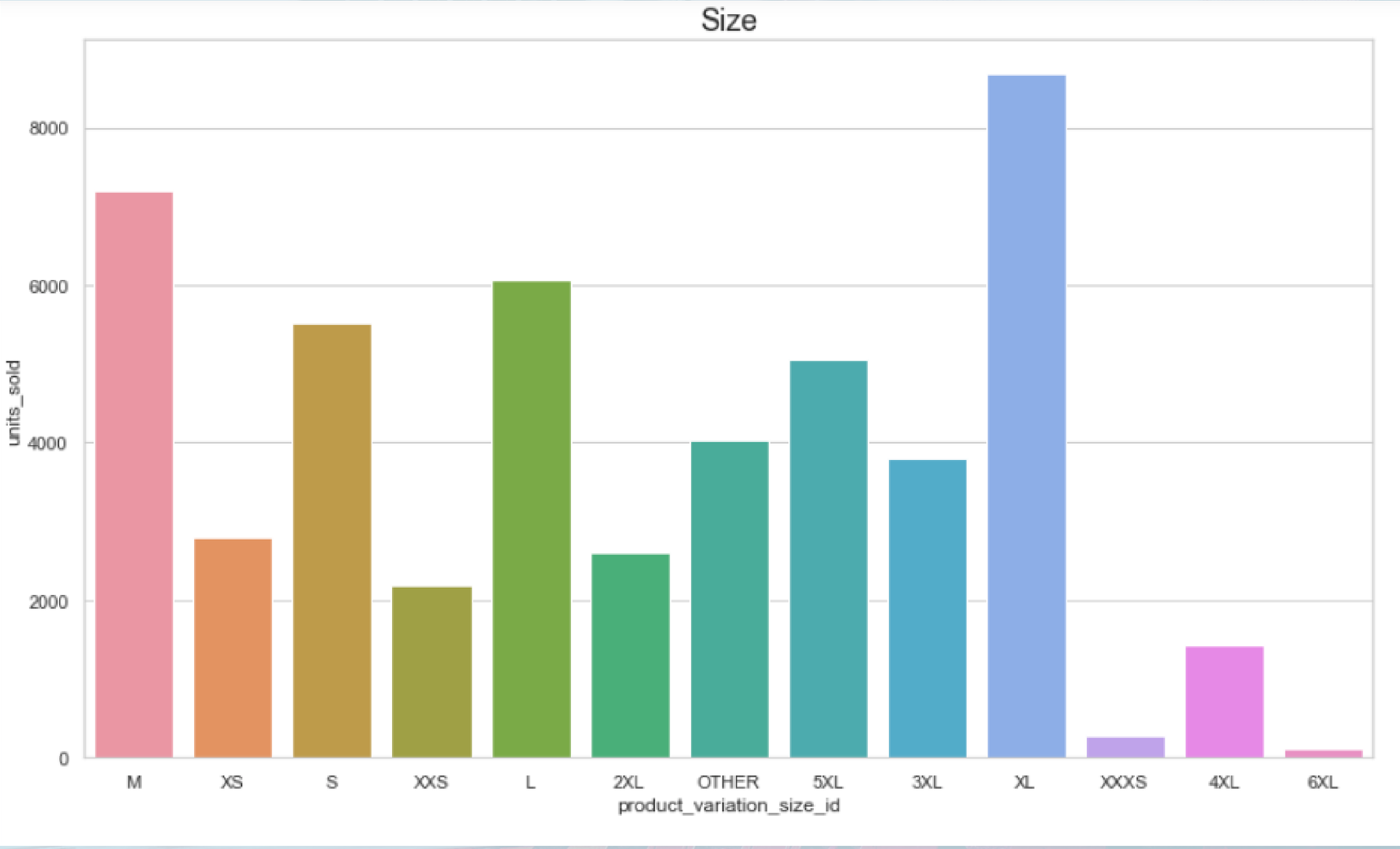


PRODUCT SIZES

AVG. UNITS SOLD

Merchants sold XL followed by M the most.

**Many free typing can lead to misinformation on sizing with human error.

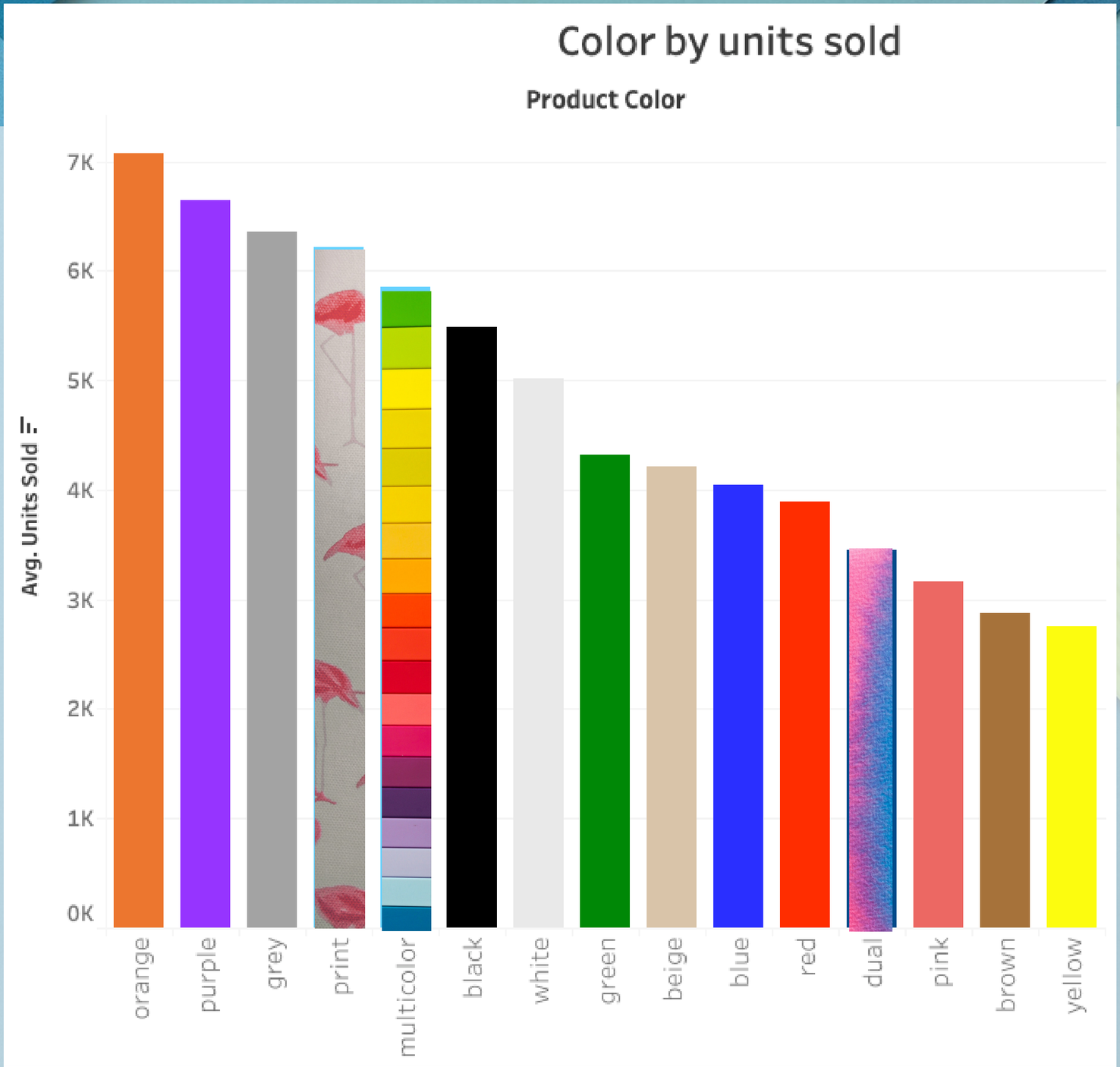


PRODUCT COLORS

BY AVG. UNITS SOLD

Print, multi color and high pigment colors did well in Aug 2020

Europe coming out of shelter in place from COVID-19 could have caused this

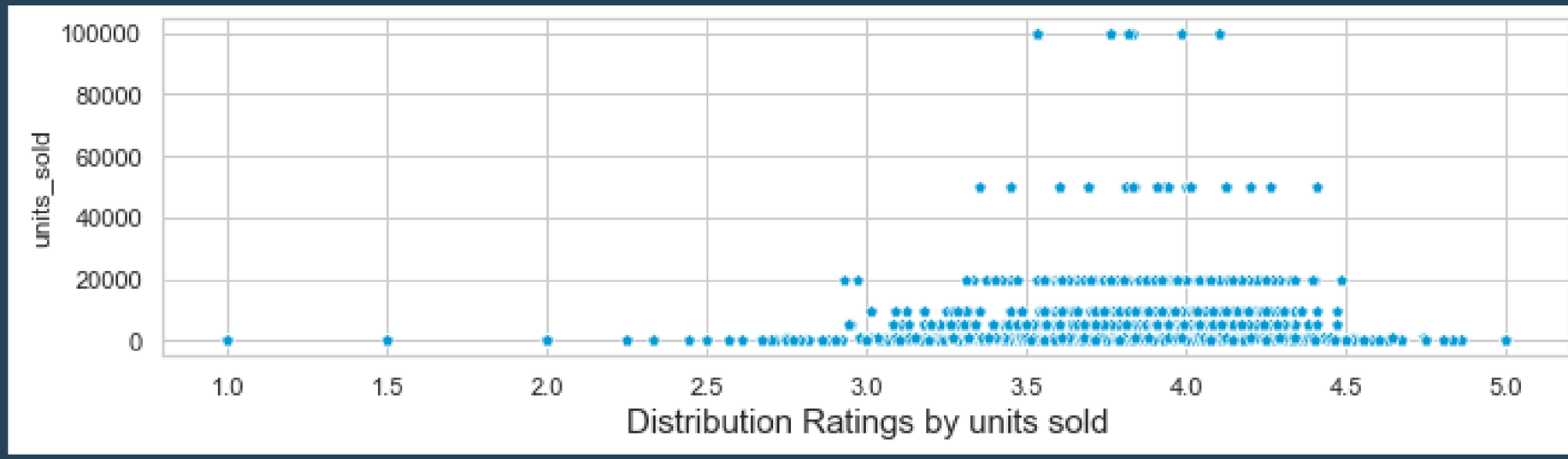


MERCHANT RATING

An average of all products offered rating

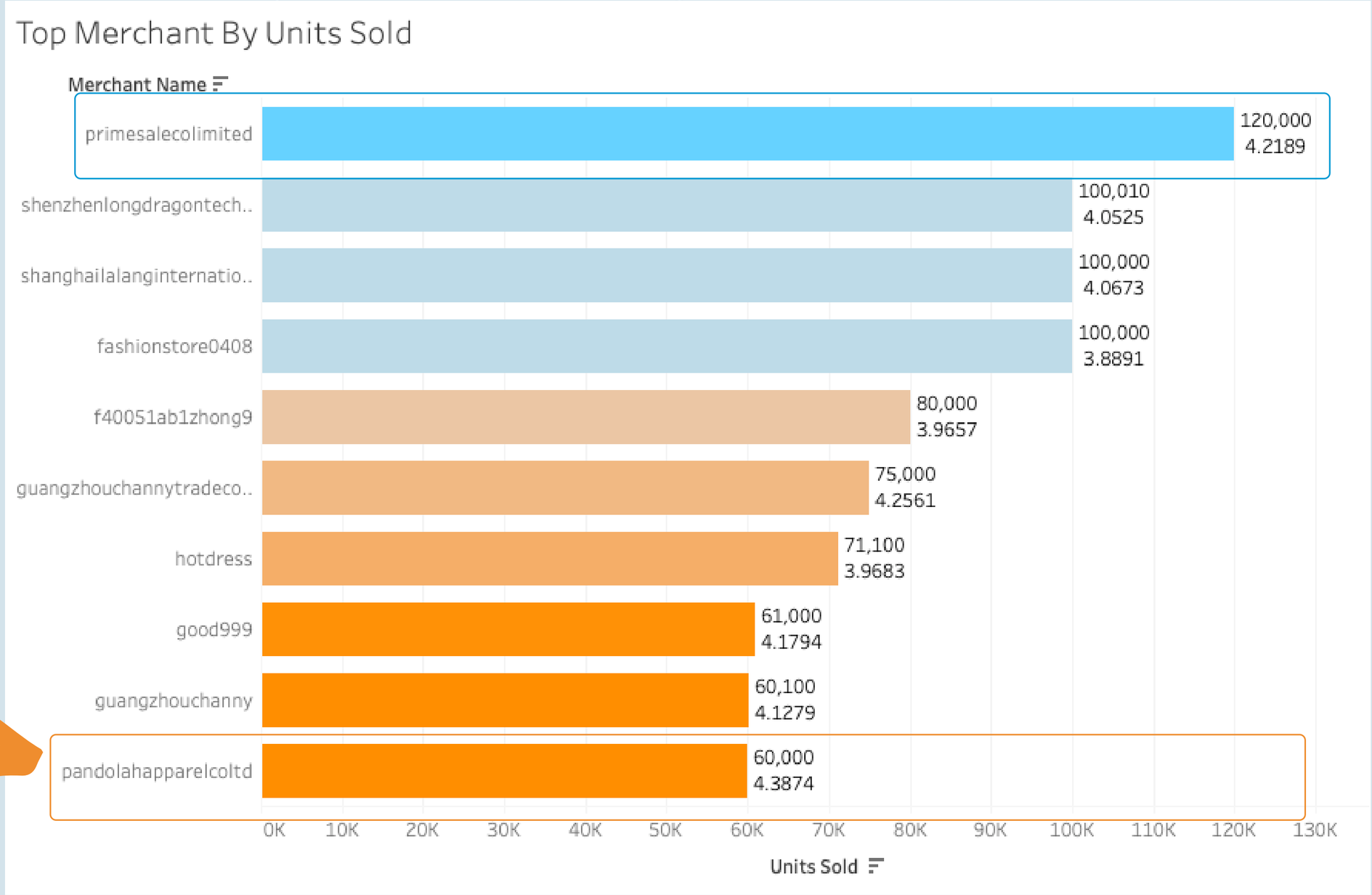
Most merchants rating are between 3.0- 4.5.

The mean rate of 3.9 has 75% of the data falling around the mean.



TOP 10 MERCHANT

By Unit Sold & Merchant Rating



Top Rating does **not** equal Top Sales

PREDICT MERCHANTS RATING

LINEAR REGRESSION MODEL

Use

UNITS SOLD

COLOR

SIZE

Predict

MERCHANT RATING

What did we find?

Linear Model could not yield impactful results with this data

Color & Size would **not** be helpful in predicting merchants or product rating

Units Sold **is** helpful in prediction

Conclusion

WISH	DATA	ANALYSIS	LINEAR MODEL
Wish is an online store for affordable goods from China. Wish is going public in 2021	Data scrapped in French with the use of tag word "Summer" from August 2020	Analyzed data on units sold size, colors and merchant rating in comparison to units sold	Test concluded that size and color are not as affective in predictions. Units sold is affective in prediction

RECOMMENDATION & NEXT STEPS

Streamline
Create Categories

Trend
Change in Market
Market Competition

Investigate factors
and their effects

Collect more data
Run more/different
test

THANK YOU

Questions?

Email: nanthalec@gmail.com
Github:/nanthalec/Wish
Linkedin:nanthale-collins-9a813419/

(Coming soon)

Top 10 Summer Women Clothing On Wish:
stylebynanthale/wish_list_820

Lets Connect

FACEBOOK
Nanthale E. Collins

TWITTER
databynanthale

INSTAGRAM
Style by Nanthale

NANTHALE COLLINS

Data Analyist

APENDIX DIRCTORY

1

REFERENCE

Links to all the data and all my visuals and notebooks

3

TAGS

Looking at Tags to see what could be done better

2

PRICE / RETAIL PRICE

Look into distribution and relationship between price and retail price

4

CORROLATION HEAT MAP

Looked at each of the factors in the data to see corrolation between them

REFERENCE

WISH

wish.com/press
wish.com/company_info

BUSINESSWIRE.COM

businesswire.com/news/home/20200831005161/en/Announces-Confidential-Submission-Draft-Registration-Statement-Proposed

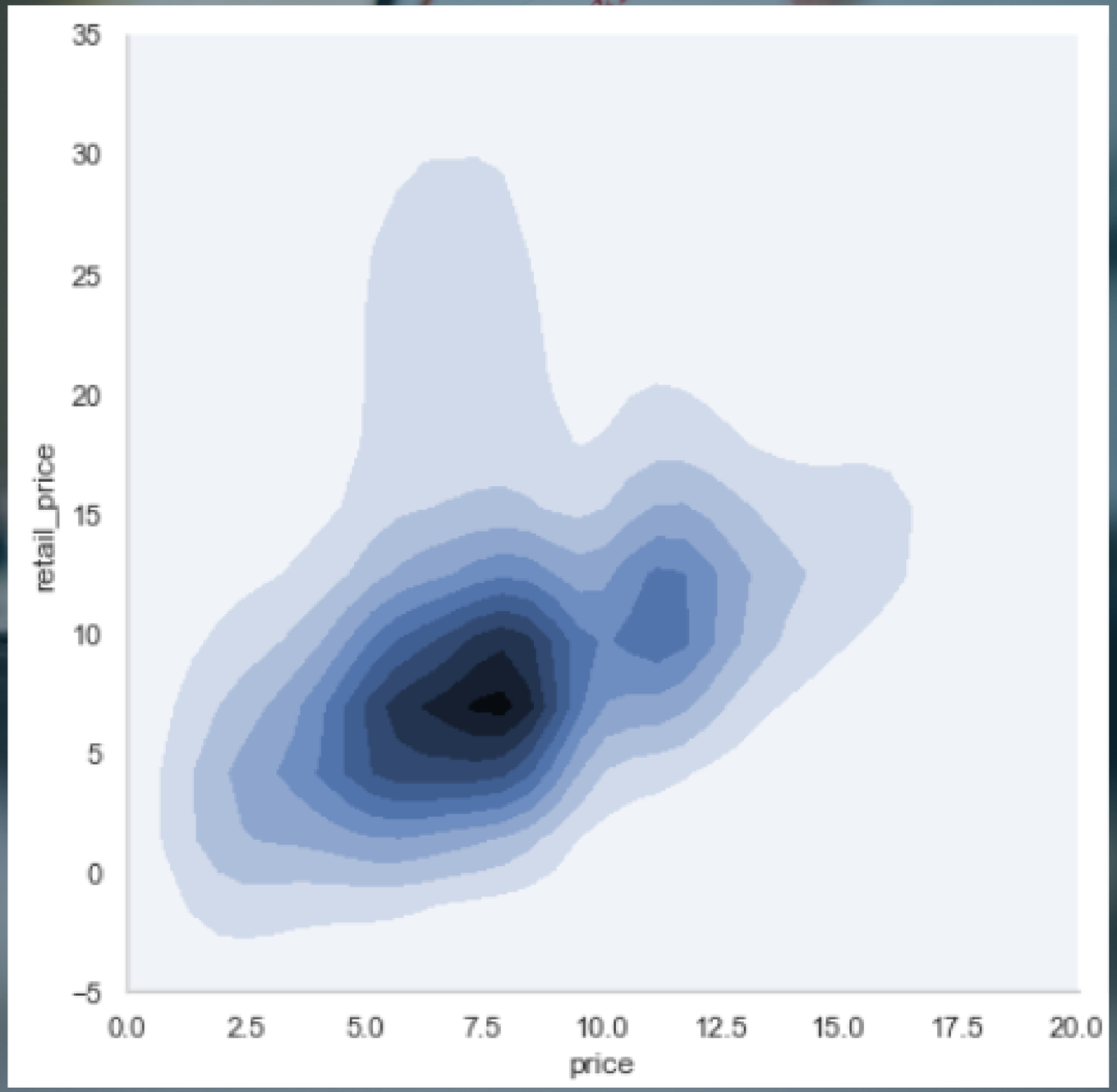
KAGGLE(LOCATION OF DATA)

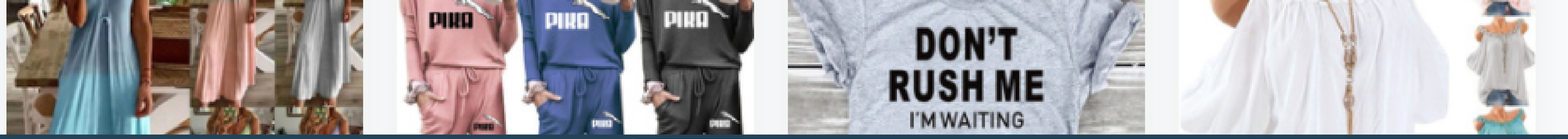
kaggle.com/jmmvutu/summer-products-and-sales-in-ecommerce-wish

PRICE VS RETAIL PRICE

DISTRIBUTION

As prices and retail price as not regulated it



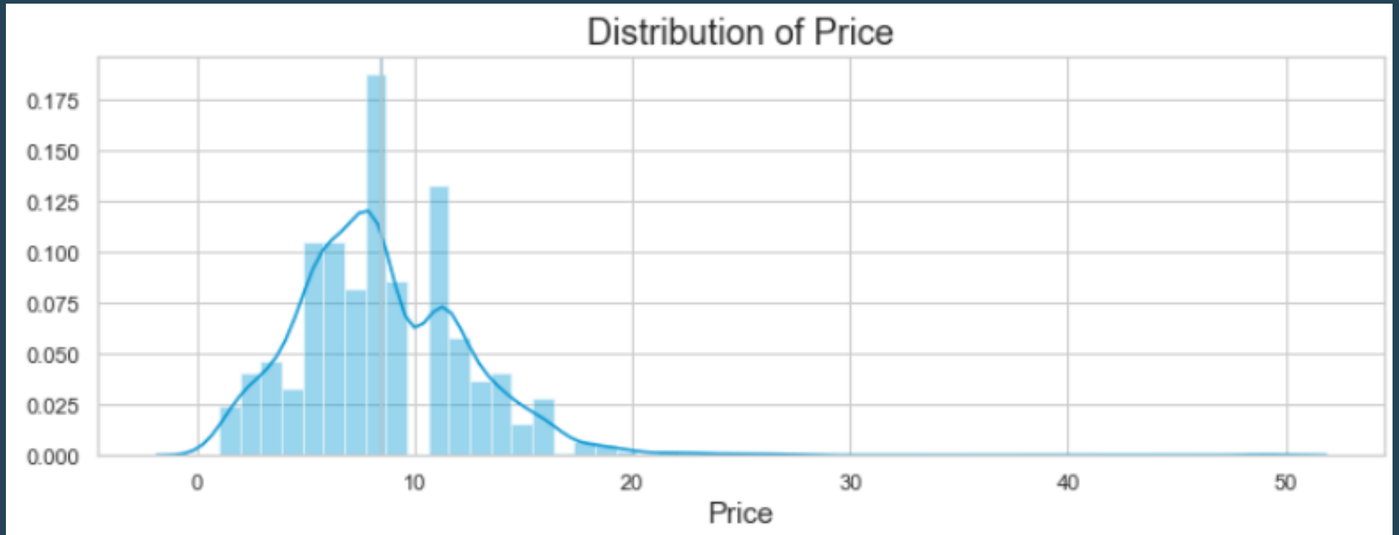


PRICE/ RETAIL PRICE

DISTRIBUTION OF PRICE

Price range from 11 up or 9 and down. Price Avg @ 8.46 with majority of the prices between 6-11 EUR

Most retail price were below 25 with an Avg @ 23

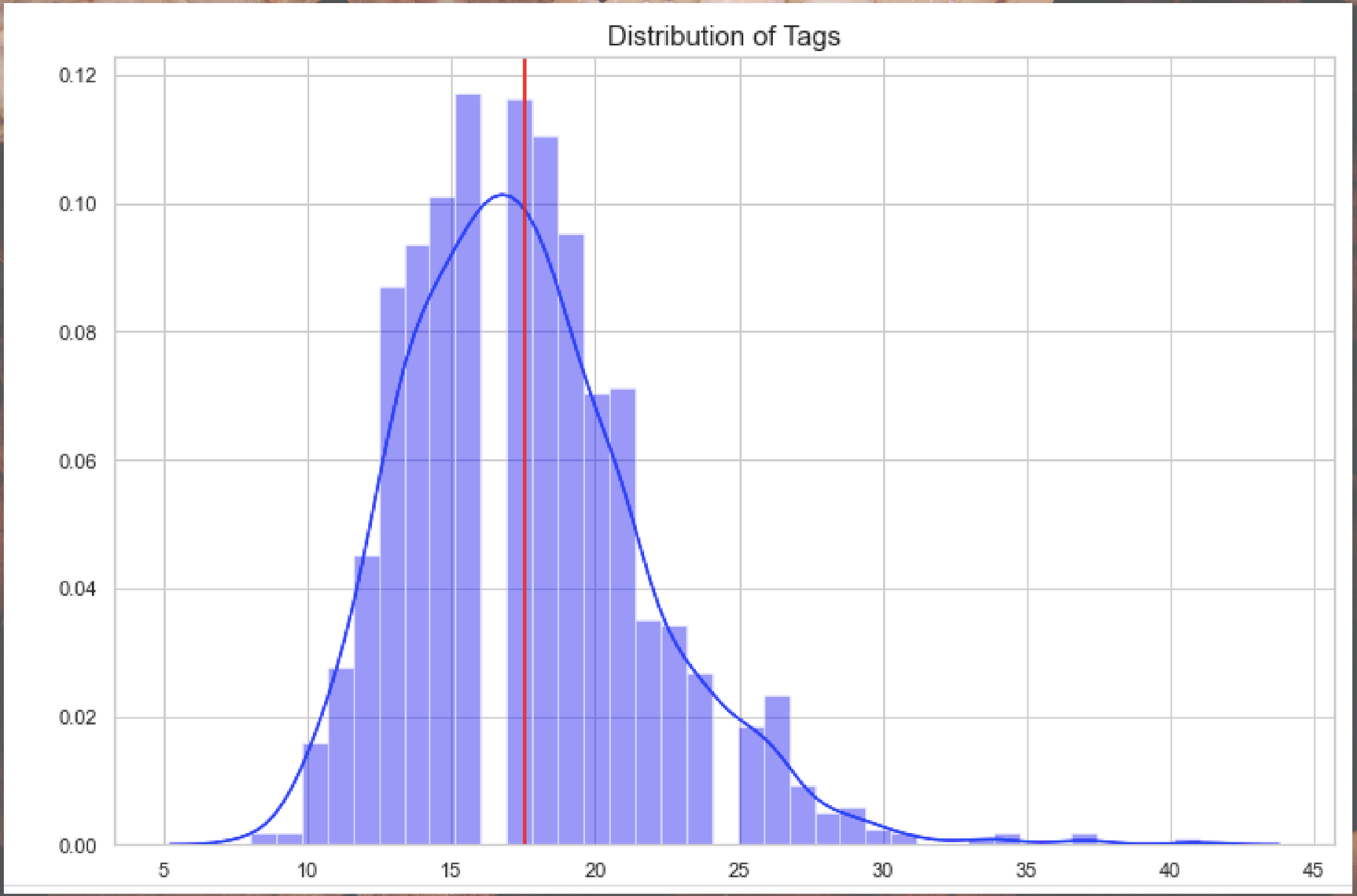


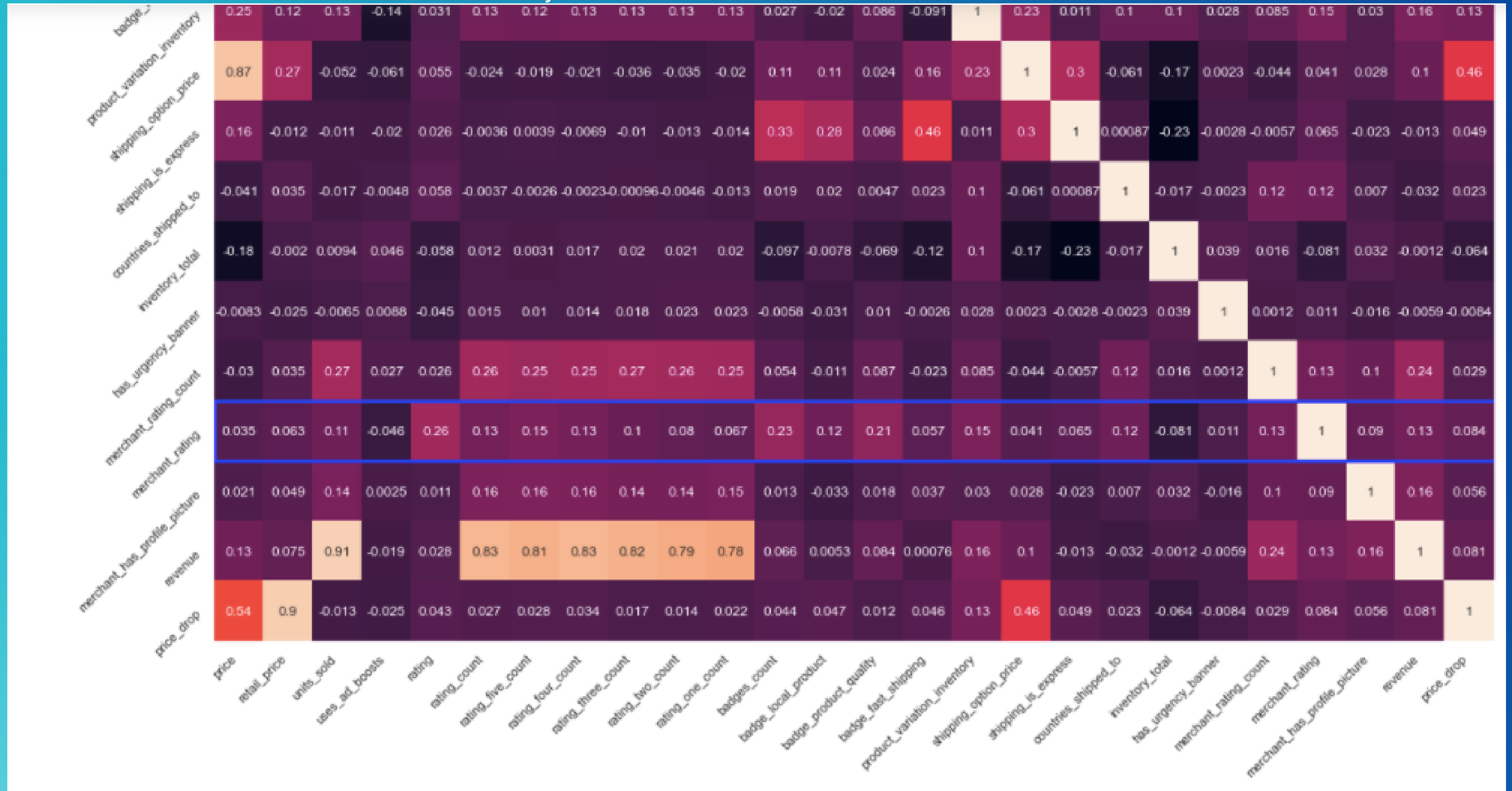
Biggest Problem
Free Type & No Categories

Tag words, for example, are important to customers finding products.
Free typing cause multiple use of same words as new tags

Tags Distribution

Merchant use 14-19 tags per product. Mean of 18 overall



COROLATION MAP

Compare all factors against one another to see the factorys that have the most corolation