

# THELOOK E-COMMERCE BUSINESS

## Executive Summary

TheLook is a fictitious eCommerce clothing site. The business requires a comprehensive analysis about the progress of their activity. The General Manager of the company is presenting these insights to the next senior management meeting.

## Data Storytelling Design Checklist

I am about to complete the Data Analytics course and I would like to apply the knowledge and skills that I learned in the course into this project as a newly hired Data Analyst at an e-commerce company, named “TheLook”. In particular, they require a study about the progress of sales, inventory and products. I will be submitting my findings to the General Manager of the company.

The project’s final output should provide insights about the following topics:

- Website activity: the events table contains session-level data about the user's online behaviour.
- Demographic composition: the users table includes customer information.
- Product performance: the product table describes the product catalogue as well as costs and retail prices of each element, but it’s in the order-item table that you will be able to see how many times a certain product was sold.
- Inventory status: the inventory\_items sheet shows stock availability and the distribution\_centres table shows where each distribution centre is located.
- Other insights: don’t forget about the orders table, which provides order-level information on your customer’s transactions.

## What?

The company data is stored in the BigQuery database: `bigquery-public-data.thelook_ecommerce`. The dataset contains information about customers, products, orders, logistics, web events and digital marketing campaigns. My task is to query and extract the data, perform any cleaning if necessary, manipulate it, analyse it and create a compelling presentation of my results in Tableau which I will deliver to the General Manager of the company.

## How?

Finally, as explained above, I will use the insights gained from the analysis above to create a multi-frame data story with Tableau using Story Points for the final presentation as well as printed summary, which will explain the context, the insights found, their interpretation and any recommendations / next steps, explaining how they can be leveraged to improve the future of the business. If I find enough time and motivation, I will try to implement one or more predictive analysis as well.

## **Who?**

### **Persona :**



Paul (TheLook General Manager)  
Role: Active Senior Member of Super Store Corporation  
Age: 52  
Gender: Male  
Education: MBA

### **Can you get me a comprehensive analysis of the business by next quarterly meeting?**

Paul spends most of his time at work requesting and reviewing various business reports and briefs for other seniors and board members and supervising distribution centres' managers efforts in managing their centres. Paul needs to turn the many findings by the data analyst into an overall business strategy he can sell to the seniors and board members.

### **Goals:**

- Wants quick clear and credible business updates
- Wishes to segment customers and products on revenue and profitability
- Wishes to end ineffectiveness of inventory policy
- Prefers data-driven decision making
- Has colour blindness deficiency particularly red and green ones

**Challenges and Needs:**

Paul has heard anecdotal reports of the company where overall business policy not being effective. He is therefore interested in learning and presenting these findings in next quarterly senior management meeting.

**Context:** Quarterly Senior Management Meeting. There are 9 people in the audience looking at a big screen across a large room and also have a printed summary (handouts).