

From Clicks to Conversions

Team A05

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Agenda

Introduction

Data Description - ERD

Users and Sales

Website Traffic

Operation

- Distribution Center
- Inventory

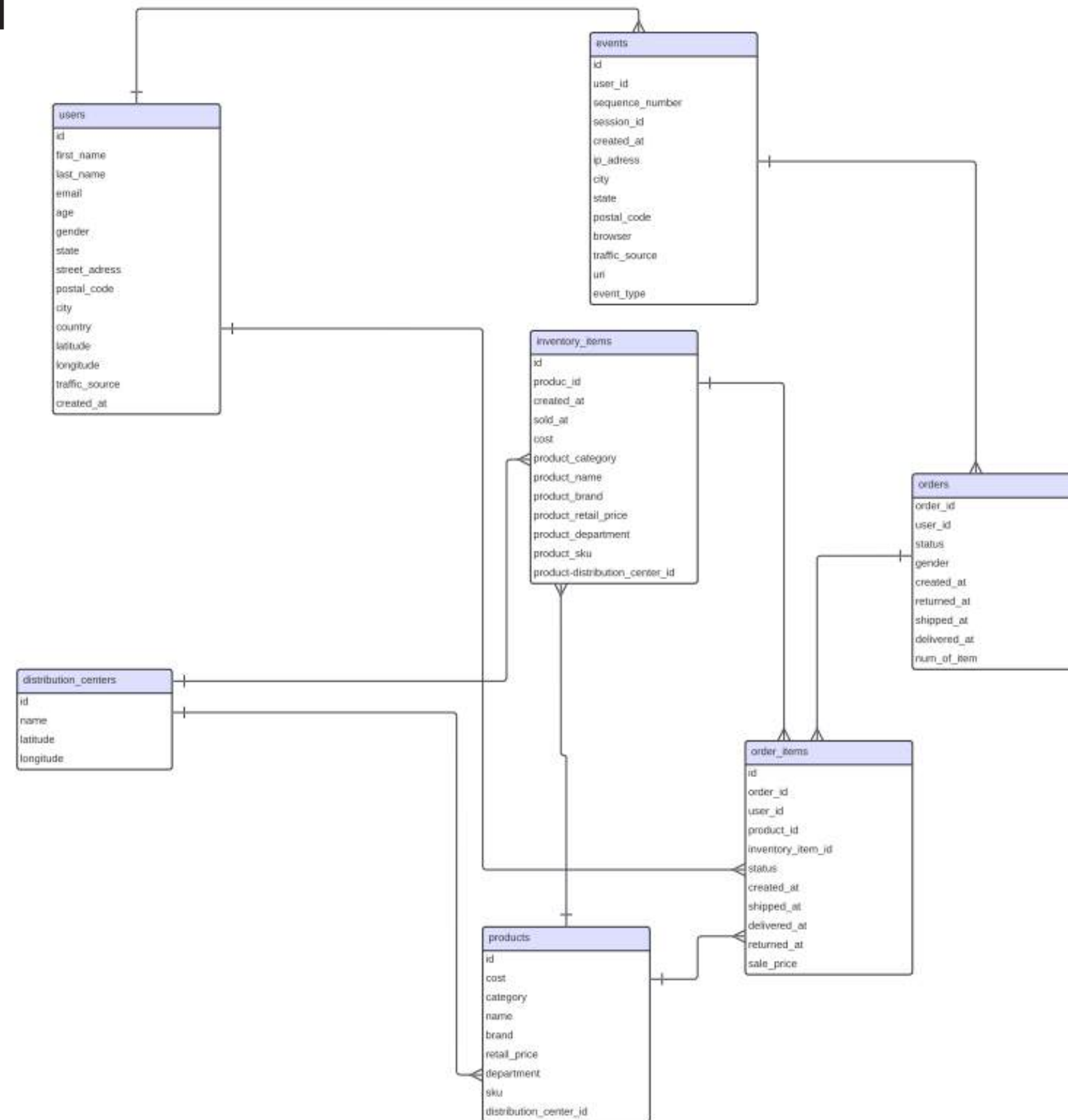
Business Recommendations



Introduction

- The Look E-commerce: fictitious eCommerce clothing site
- Mission:
 - Evaluate Company Profitability
 - Analyze Customer Behavior
 - Optimize Product Performance
 - Operational Efficiency

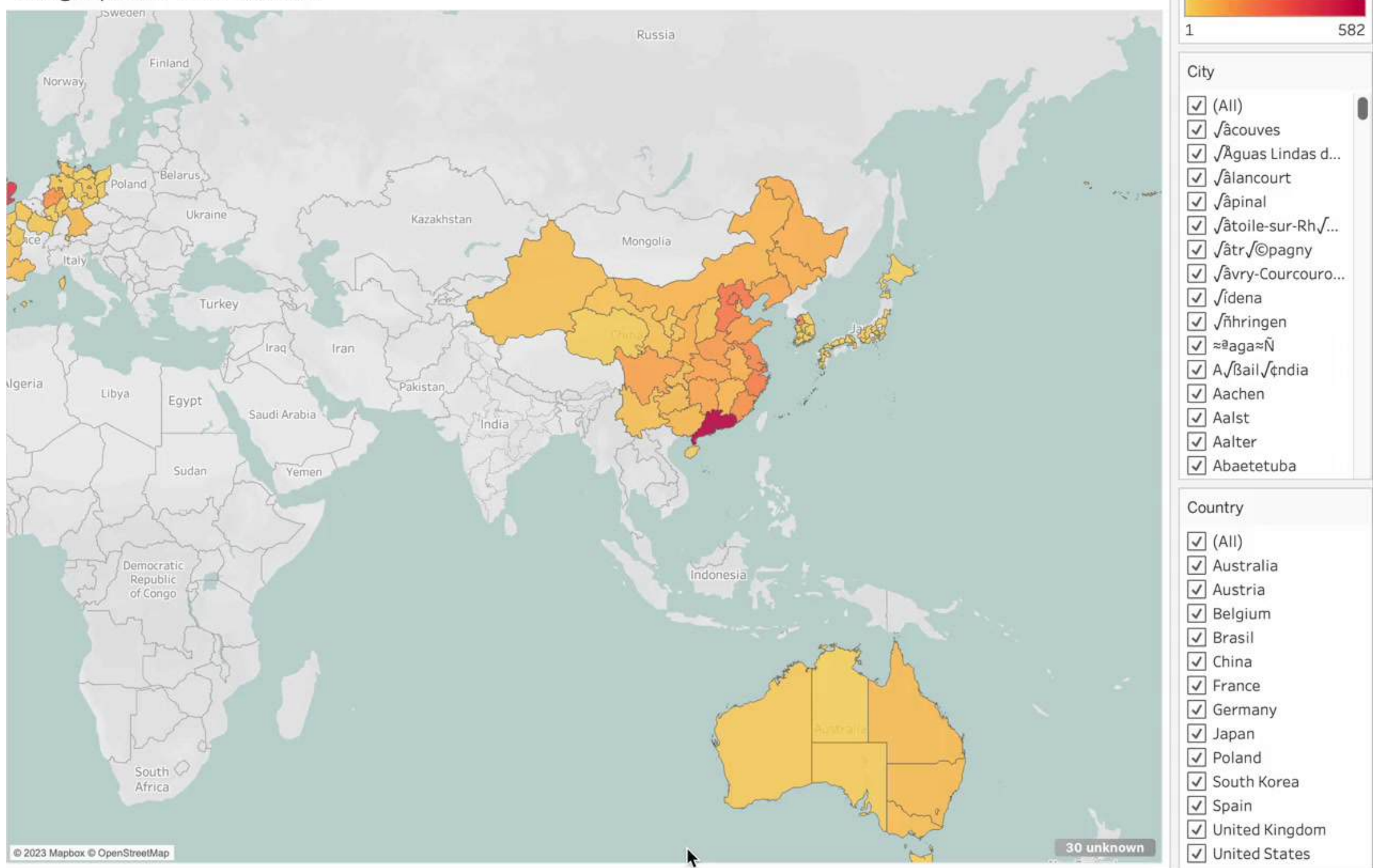
ER Diagram



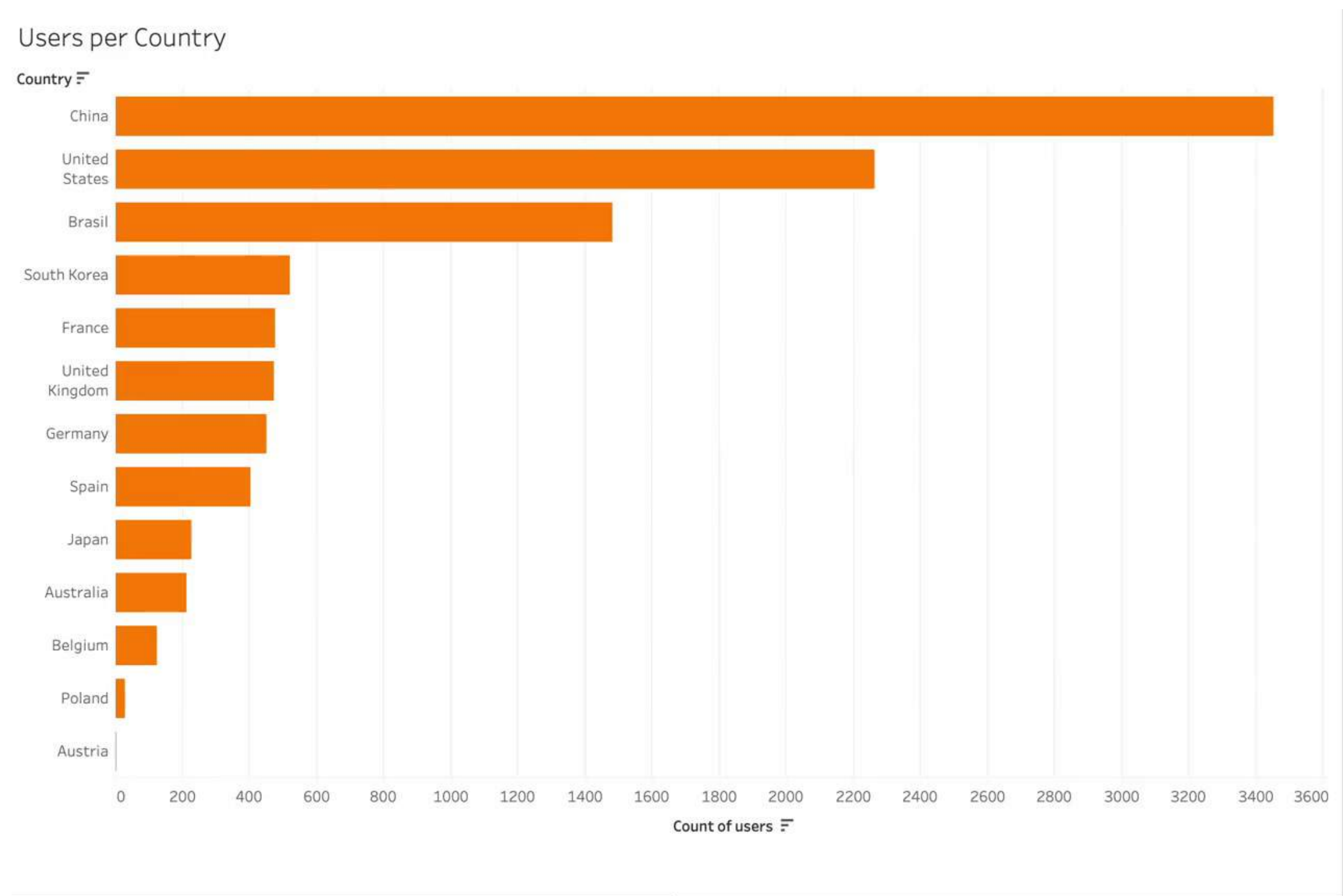
Users & Sales

User Demographic

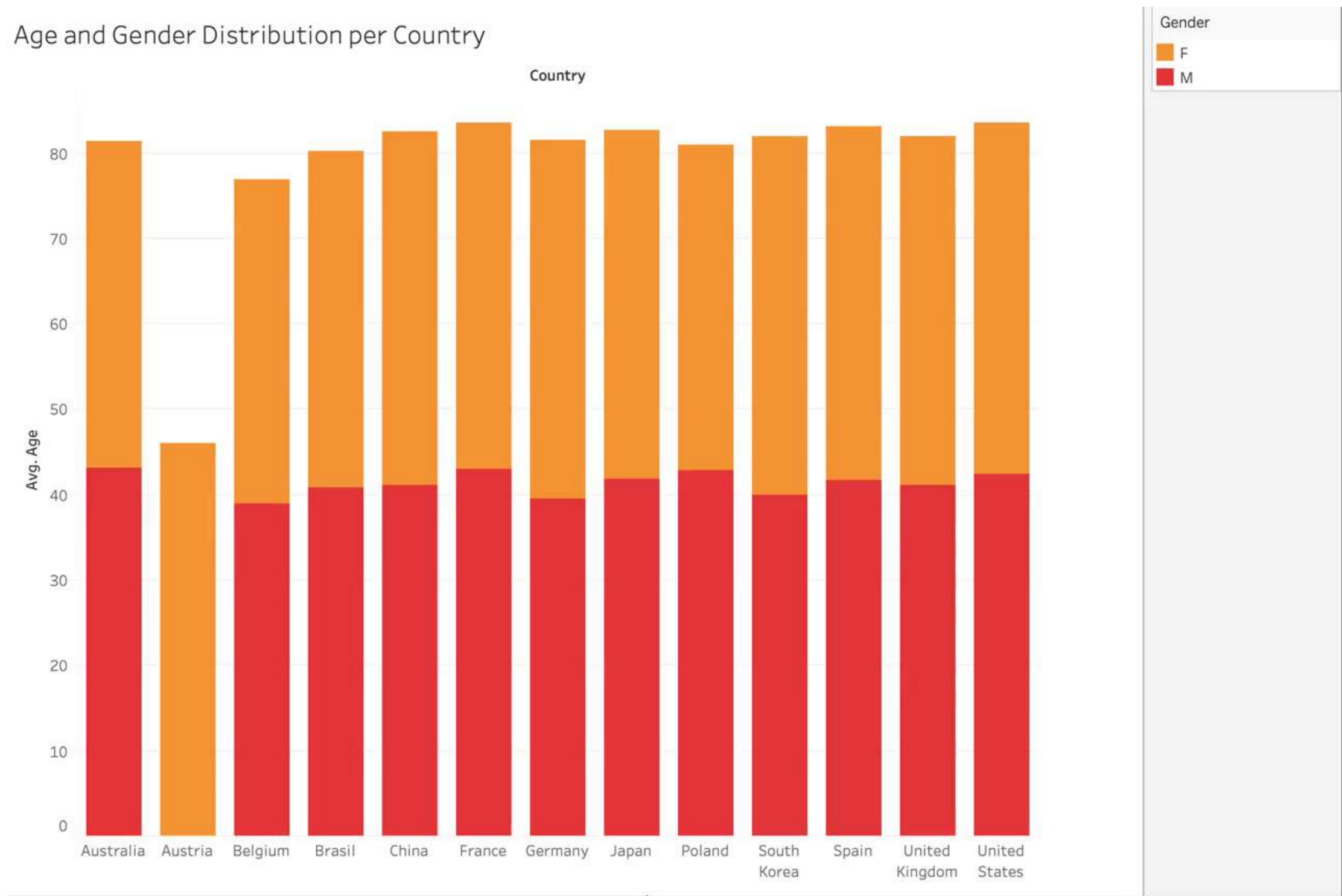
Geographical Distribution



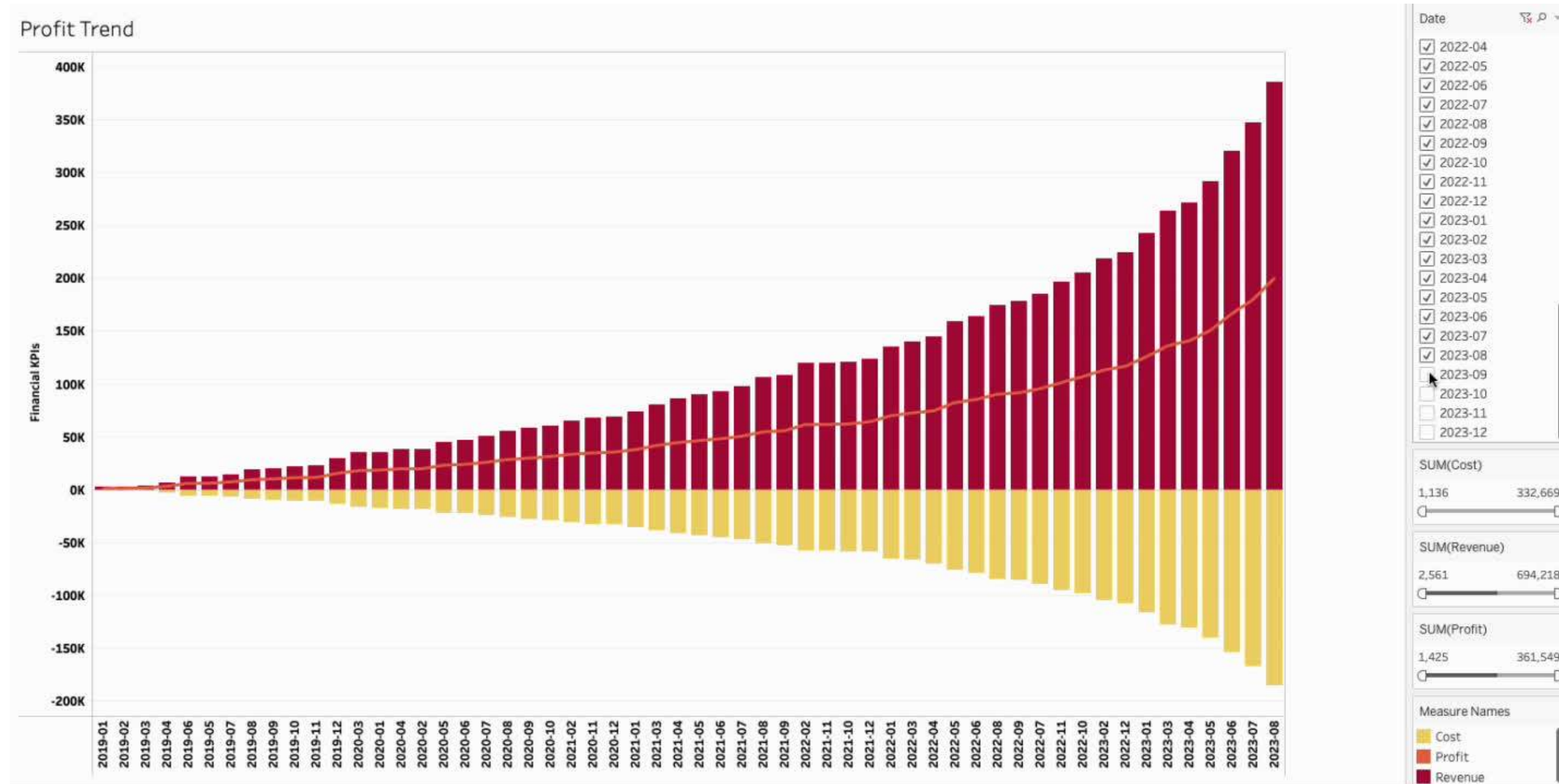
User Demographic



User Demographic

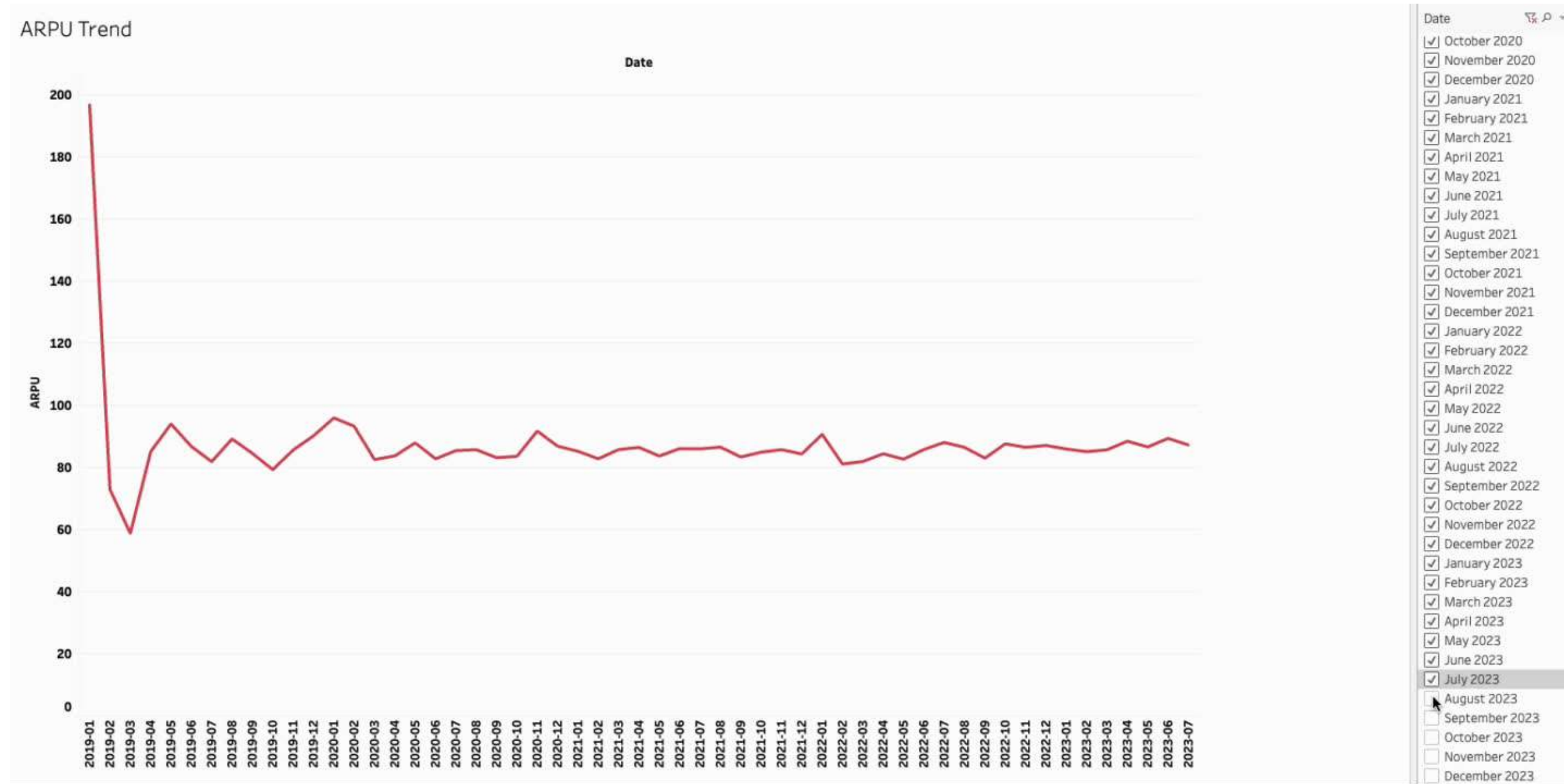


Sales



- Uptrends -> consistent positive financial performance
- Effective cost-management + increasing revenue streams

Sales

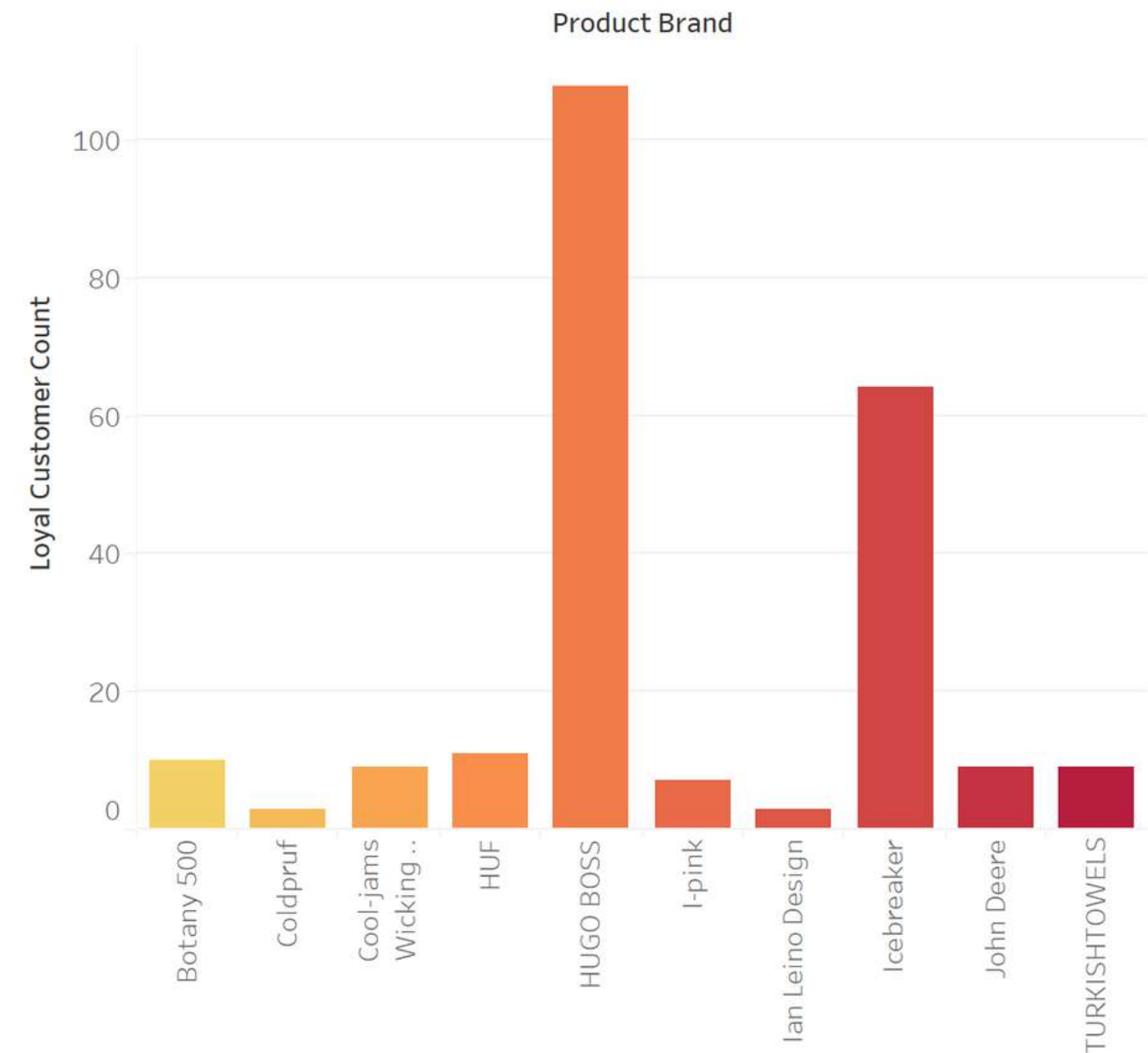


- ARPU experiences cyclical peaks around the end of the year
- Related to seasonal variation, impacting user spending behavior

Sales

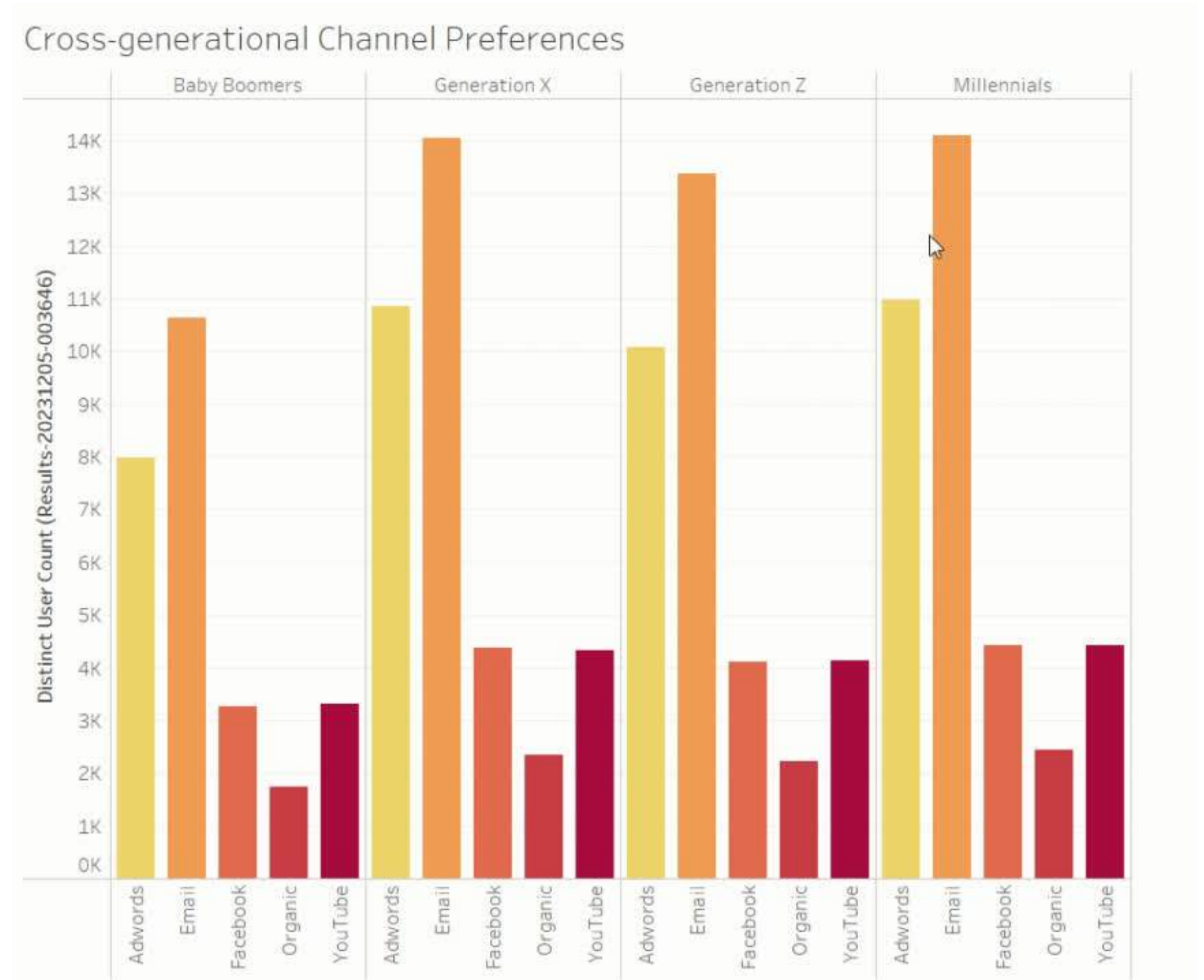
- Customer Satisfaction Issues
- Brand Loyalty and Customer Retention

Top 10 Brands Repeat Purchases



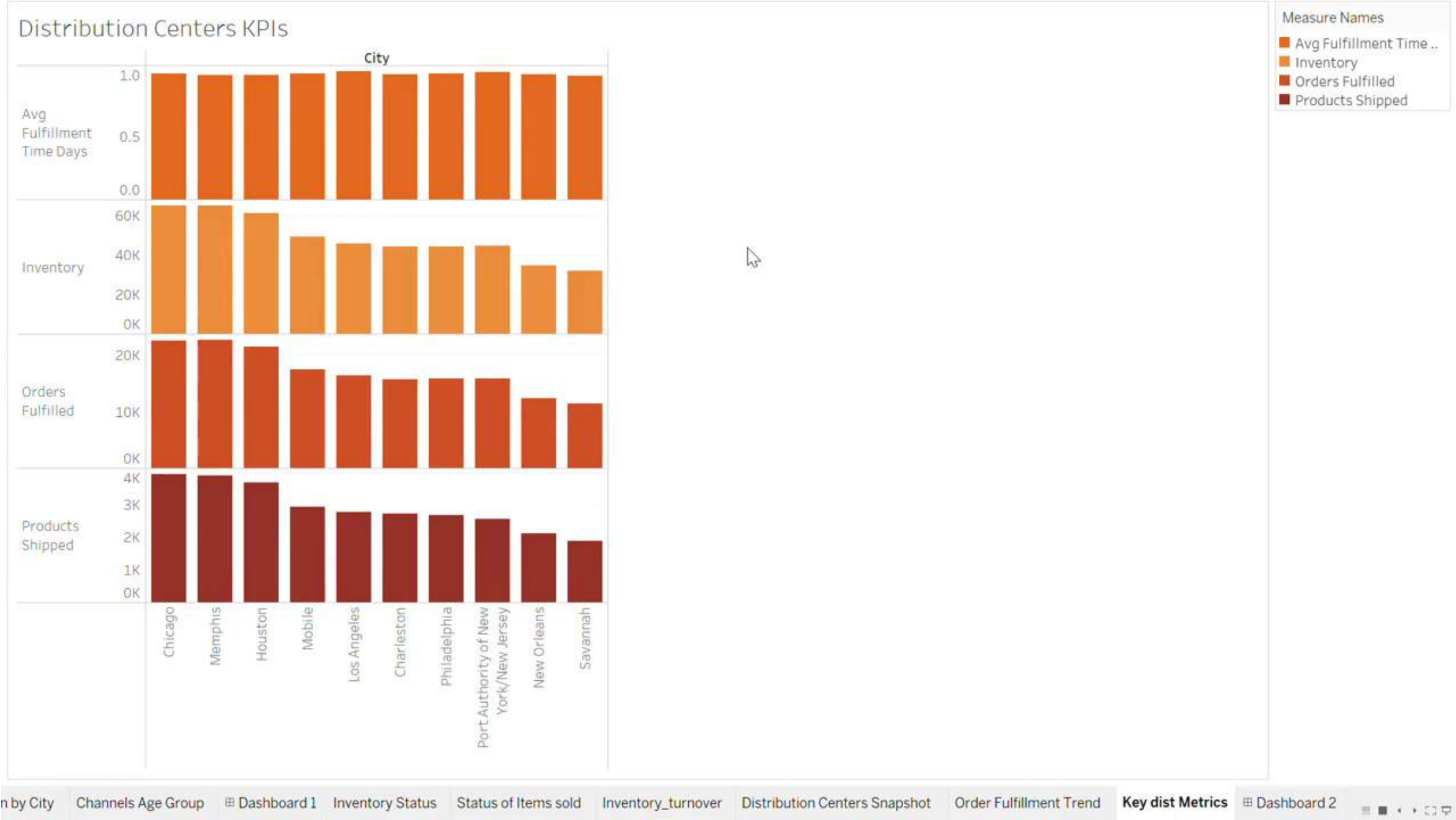
Website Traffic

- More Gen X and Millennials
- Gen Z has low purchasing power
- Emails and Adwords are important



Operations

Distribution Centers

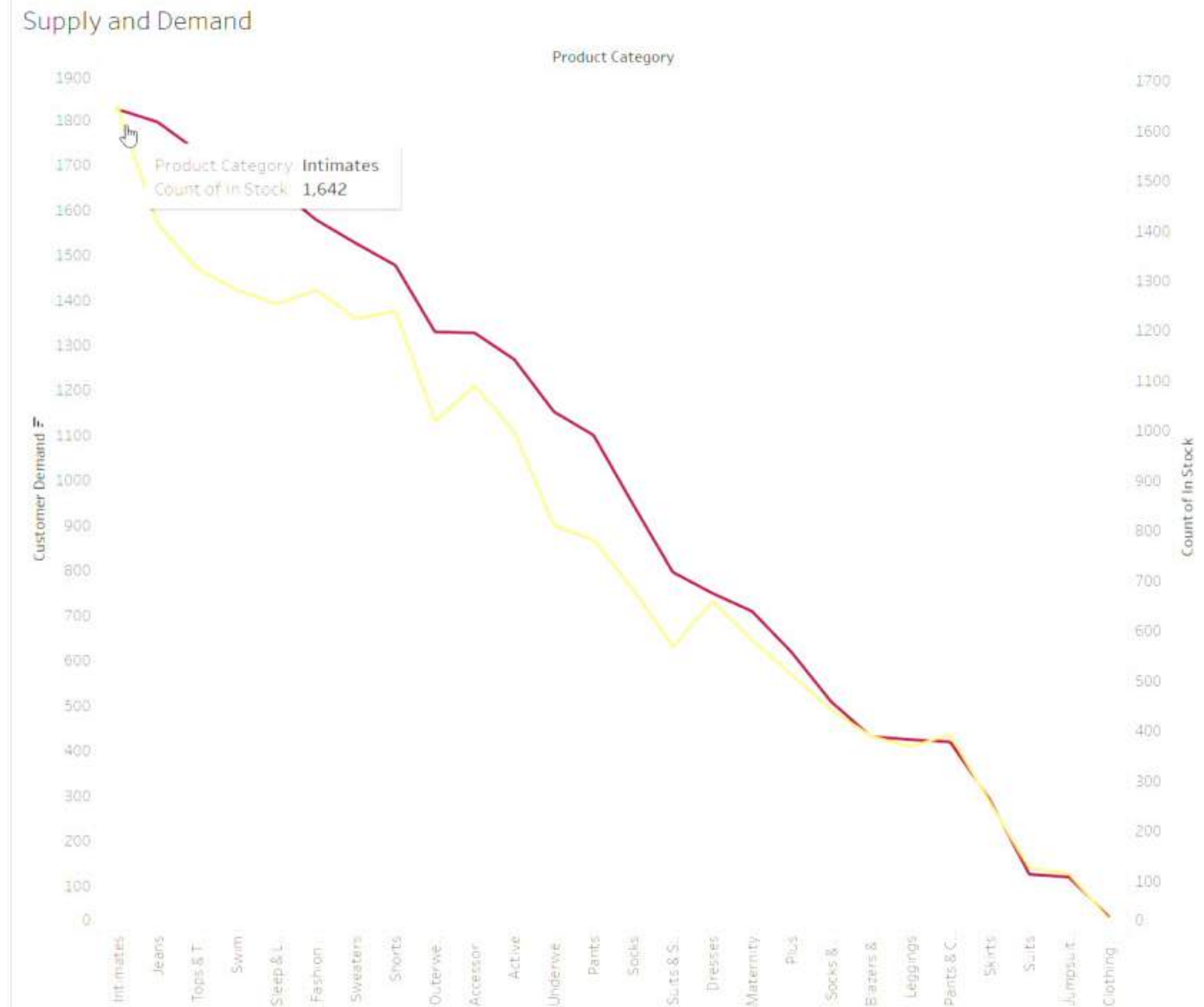


Inventory

The categories experiencing customer demand, along with the corresponding in-stock status.

The top 5 categories experiencing High Customer Demand and low stock status are:

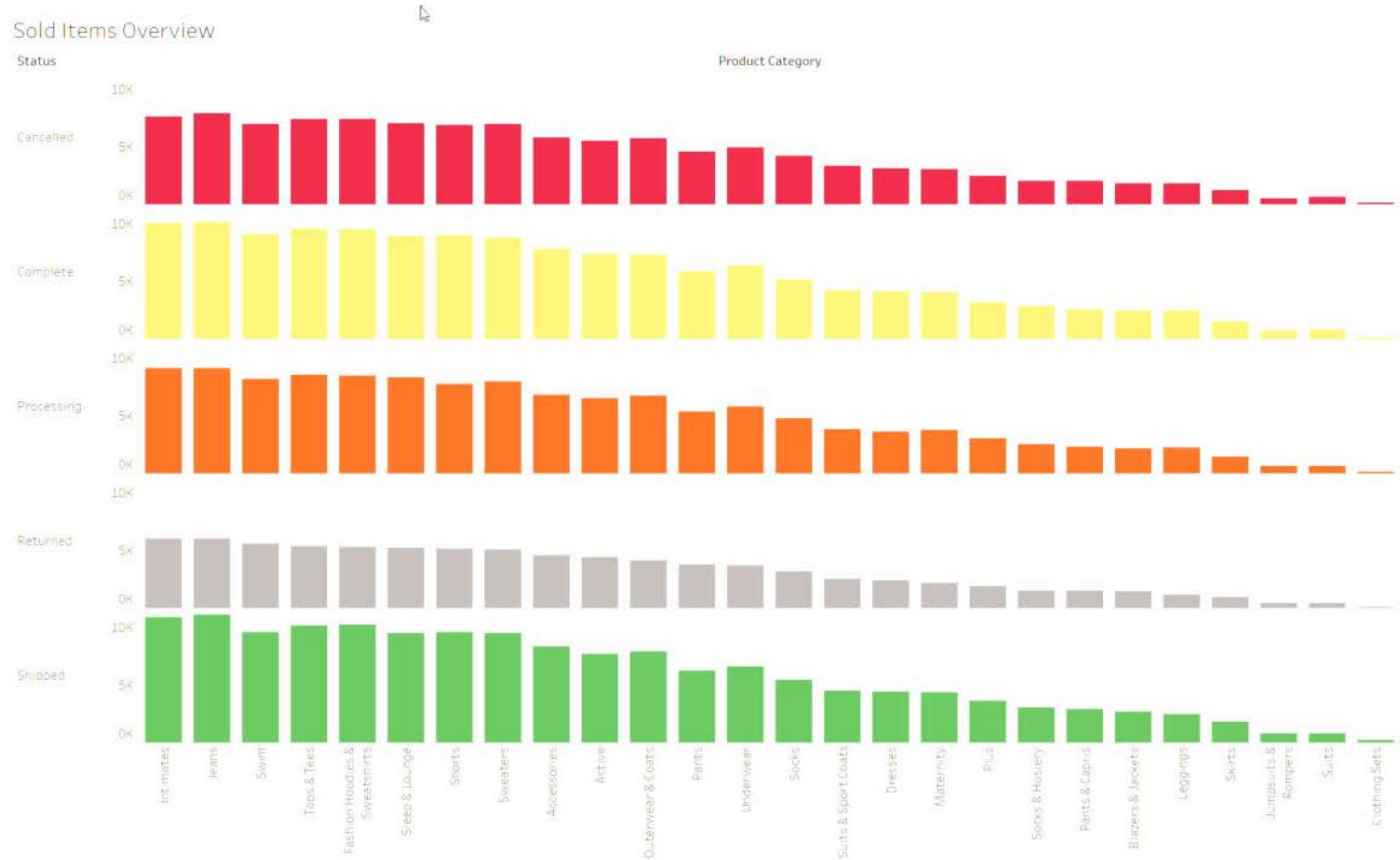
1. Intimates
2. Jeans
3. Tops and Tees
4. Swim
5. Sleep and Lounge



Inventory

The current status of sold items, spotlighting categories characterized by the highest returns:

- 1.Intimates
- 2.Jeans
- 3.Tops and Tees
- 4.Swim
- 5.Fashion Hoodies and Sweaters



Business Recommendations

Business Recommendations

- User engagement
 - Targeted promotions for users in Shanghai and Beijing
 - Focus on Gen X and Millennials.
- Sales
 - Collaboration with popular brands like Carhartt, 7 For All Mankind, and Tommy Hilfiger
- Operations
 - Focus on key hubs, Chicago, Memphis, Houston
 - Expansion of distribution centers in China, Brazil, and the UK
- Website Traffic
 - Channel-specific campaigns for 'Adwords' and 'Email'
 - Promotions specific to 'Facebook' and 'YouTube'

Thank You!