



BA 840 Term Project

Business: *AllAboutYou*

GROUP MEMBERS:

Bingxin Zhang (Bing), Bijiao (Julia) Qin
Pin Chia (Cynthia) Chou, Risha Rathod

Instruction of Term Project

- The beauty brand used in the project is the company we created by ourselves and the data in the analysis is also fabricated.
- The dataset includes 9 tables and 251 data in total.
- The analysis tool we used is SQL.

Business Introduction

Our business is called *AllAboutYou* which is a personal beauty and daily care business established in 2018.

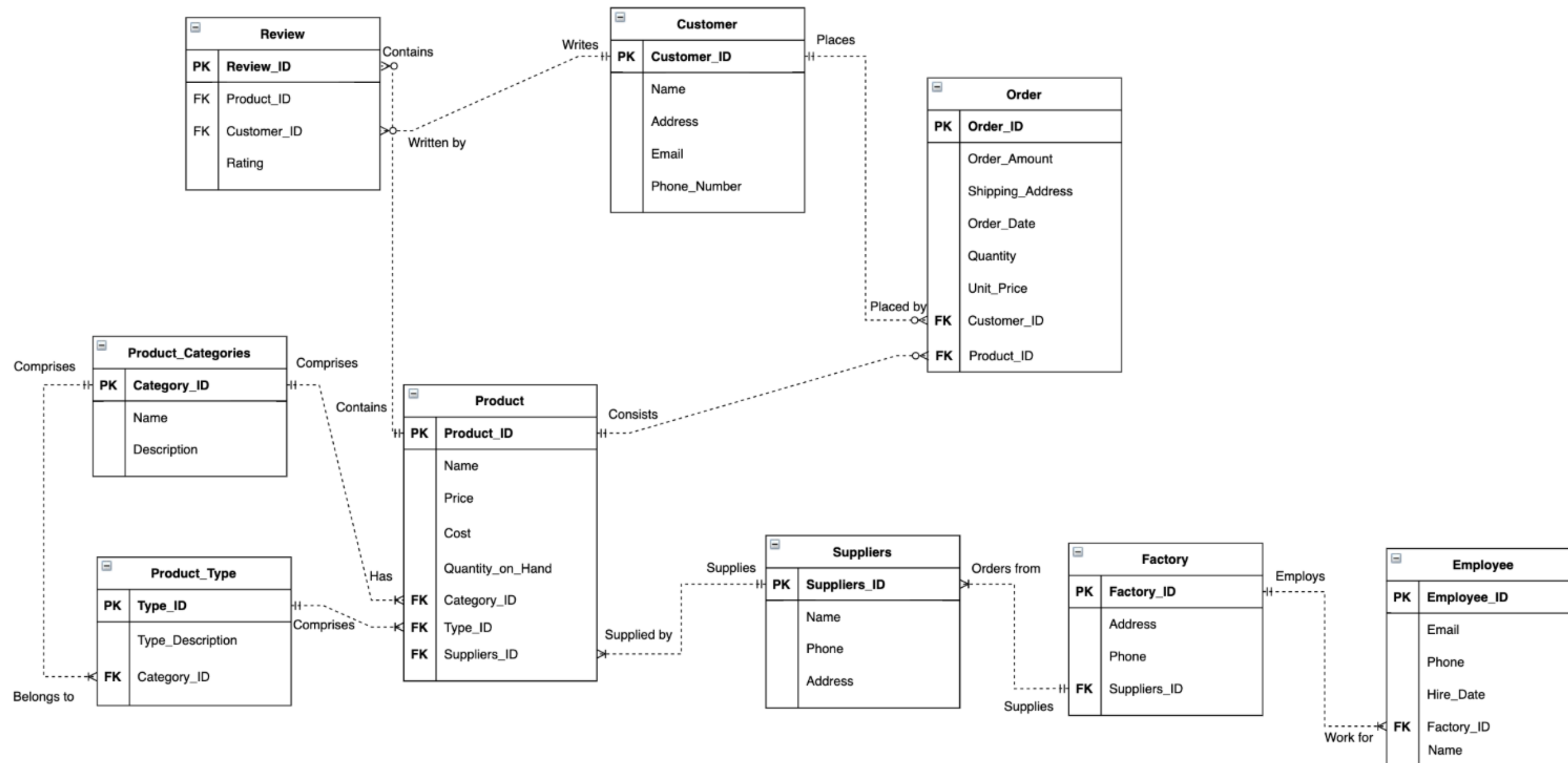
AllAboutYou is operated as an e-commerce retail business in the United States through our official website: <https://allaboutyou.com>

For now, we already have 20 products in total for 5 different product categories.



Entity Relationship Diagram

AllAboutYou ERD



The System and Sub-systems

The general system is how the business can reach its customers.

The sub-systems include three parts:

- Customers place orders through our websites
- Products are spread over several categories and types
- Suppliers transport products to our warehouse from where we get them delivered to our customers.

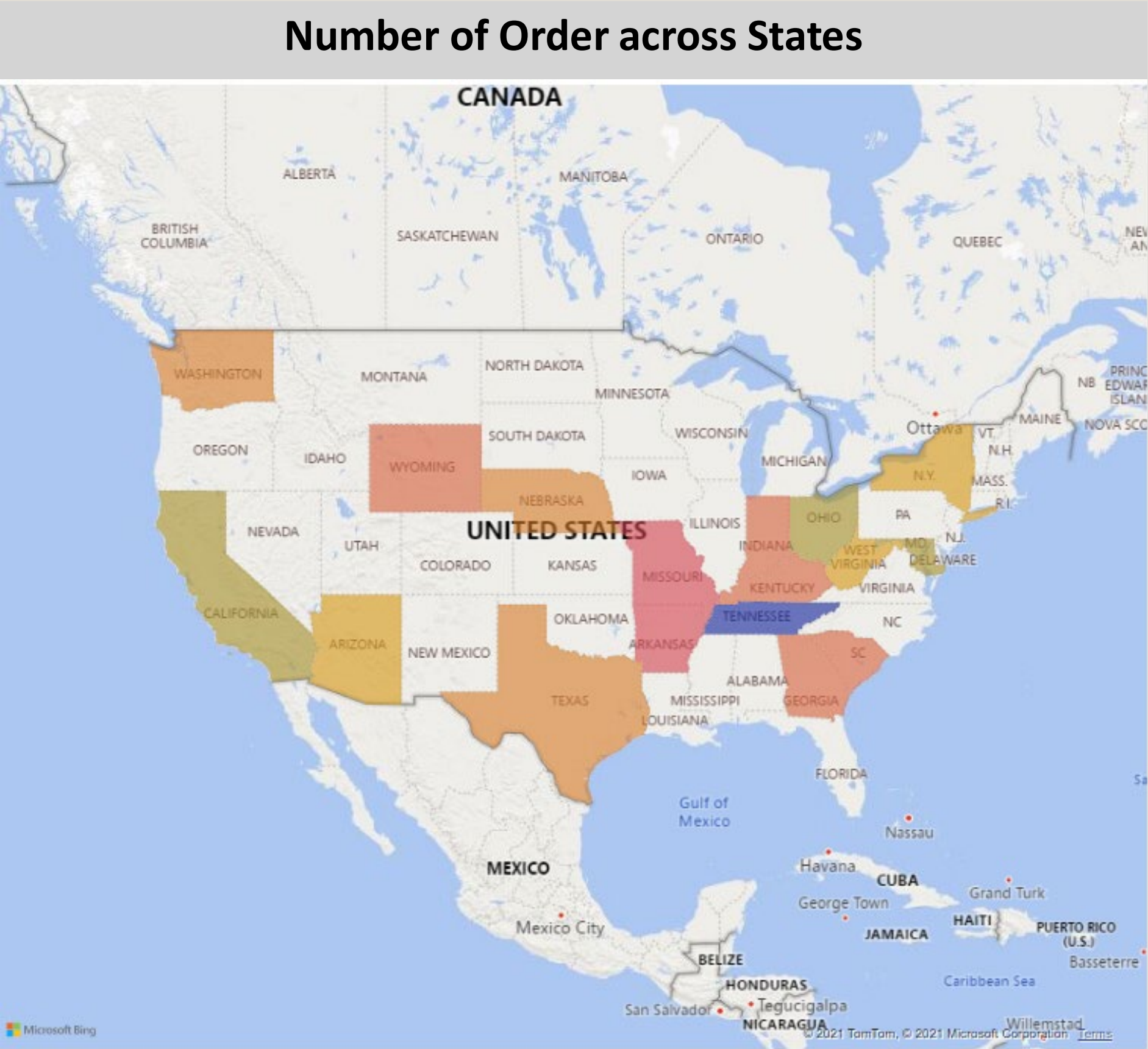
Customer Sub-system

Distribution of orders across the states in US

- The query's output:

	State	Number_of_Order
▶	TN	9
	MD	6
	CA	6
	OH	6
	NY	4

- Tennessee has the highest orders placed
- Missouri and Arkansas have the least number of orders placed



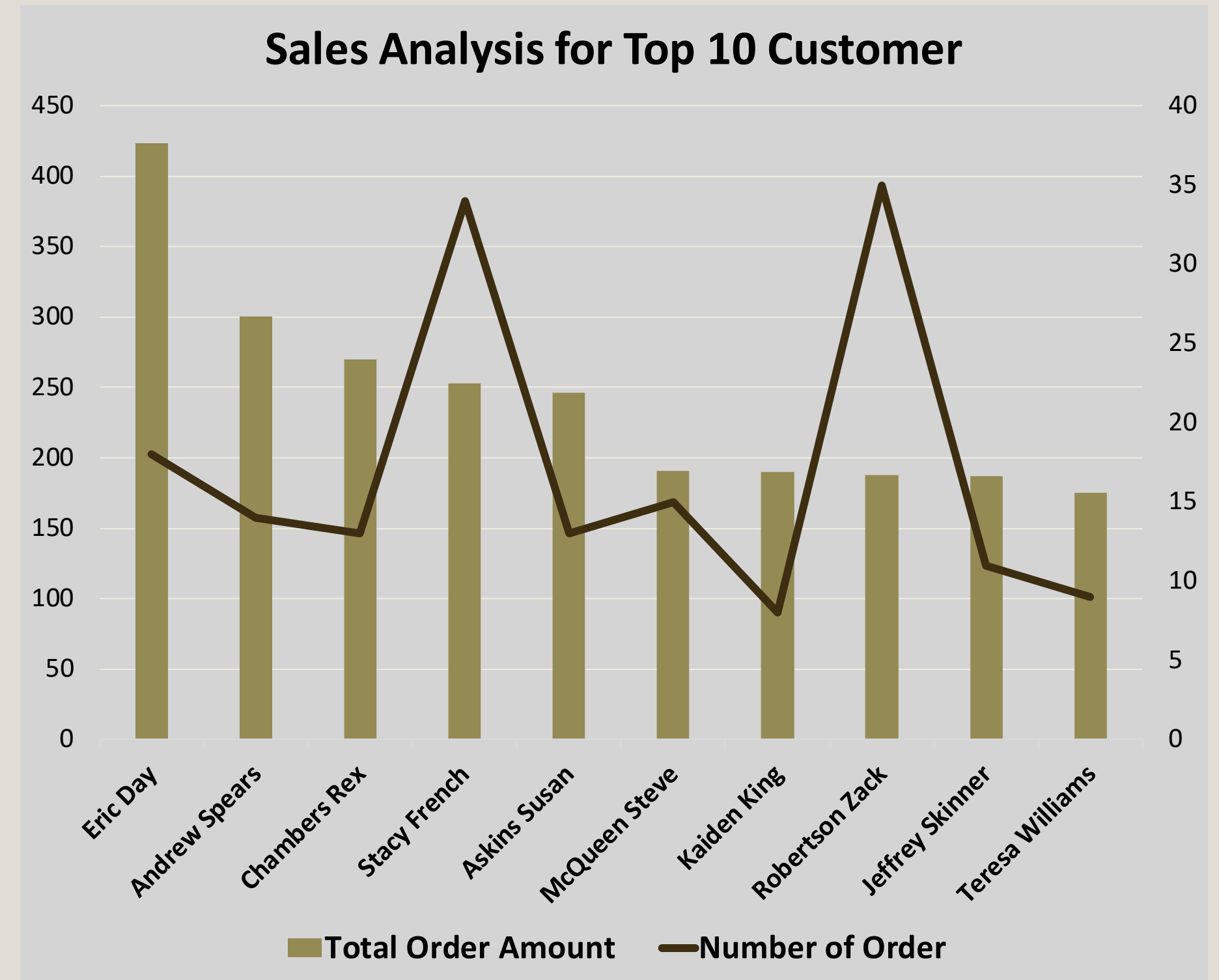
Average rating for different products

- Highest rated product: Tea Tree Shower Gel
- Lowest rated product: Eyebrow Pencil



Understanding profitable customers for the business

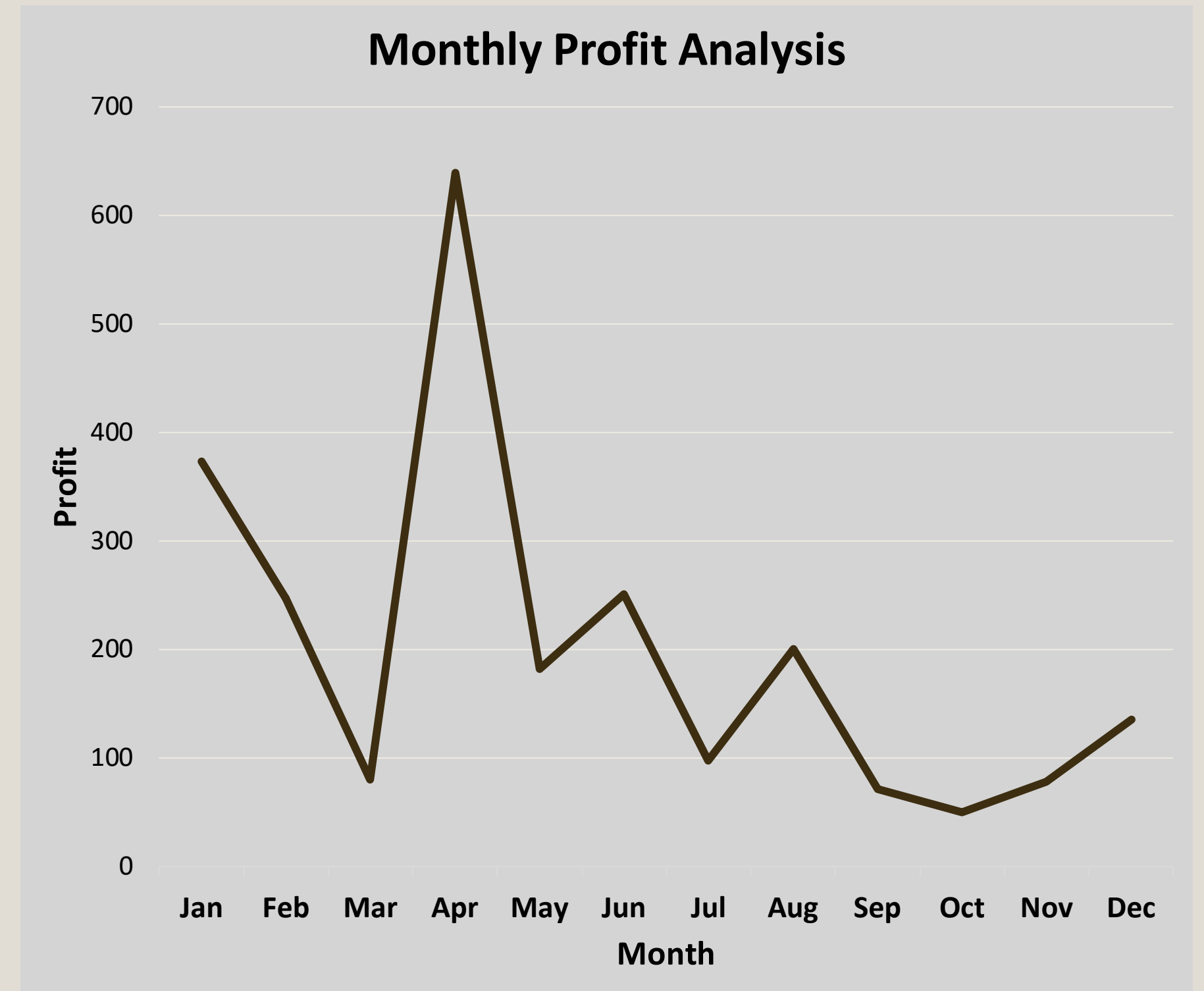
- Eric Day contributes the most profit with total order amount \$423 with 18 items
- Robertson Zack ordered the most (35 items), but his order amount is relatively low



Product Sub-system

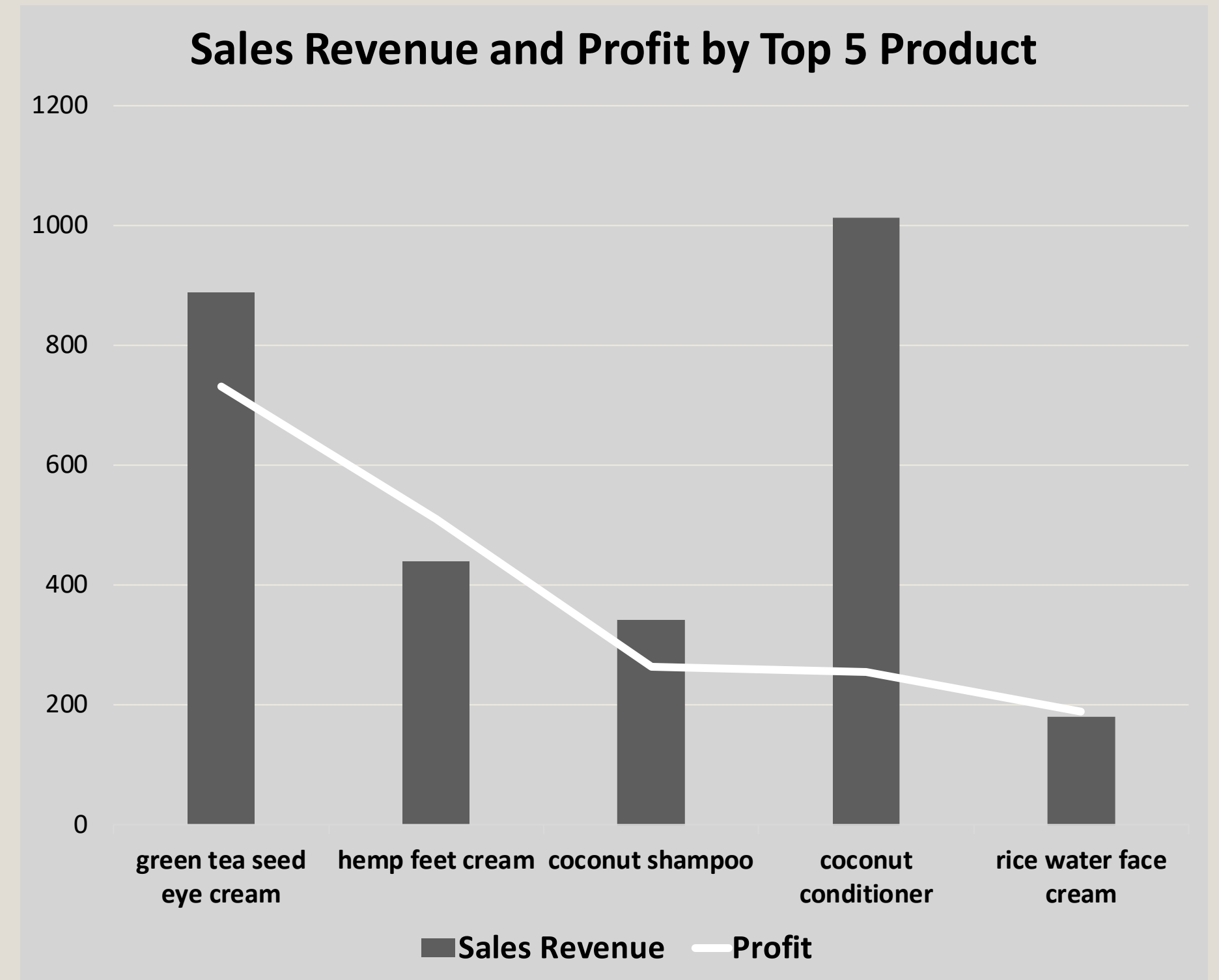
Overall profit analysis across month

- Highest profit month: April
- Lowest profit month: October



Profit and sales revenue across top 5 products

- Highest sales revenue: Coconut Conditioner
- Most profitable product: Green Tea Seed Eye Cream



Number of orders received by product

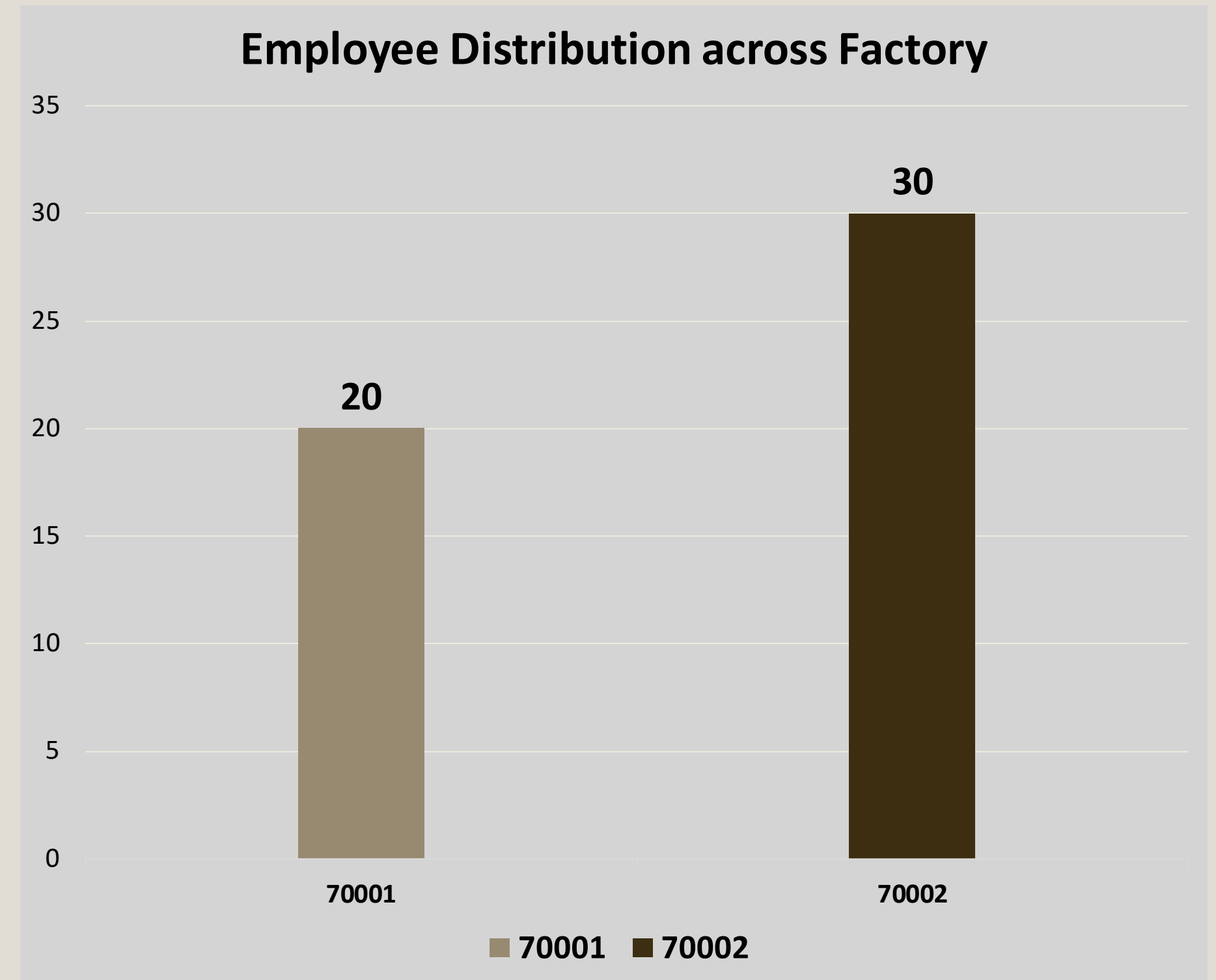
- Most orders received for Coconut Conditioner
- Least orders received for Tea Tree Shower Gel



Supplier Sub-system

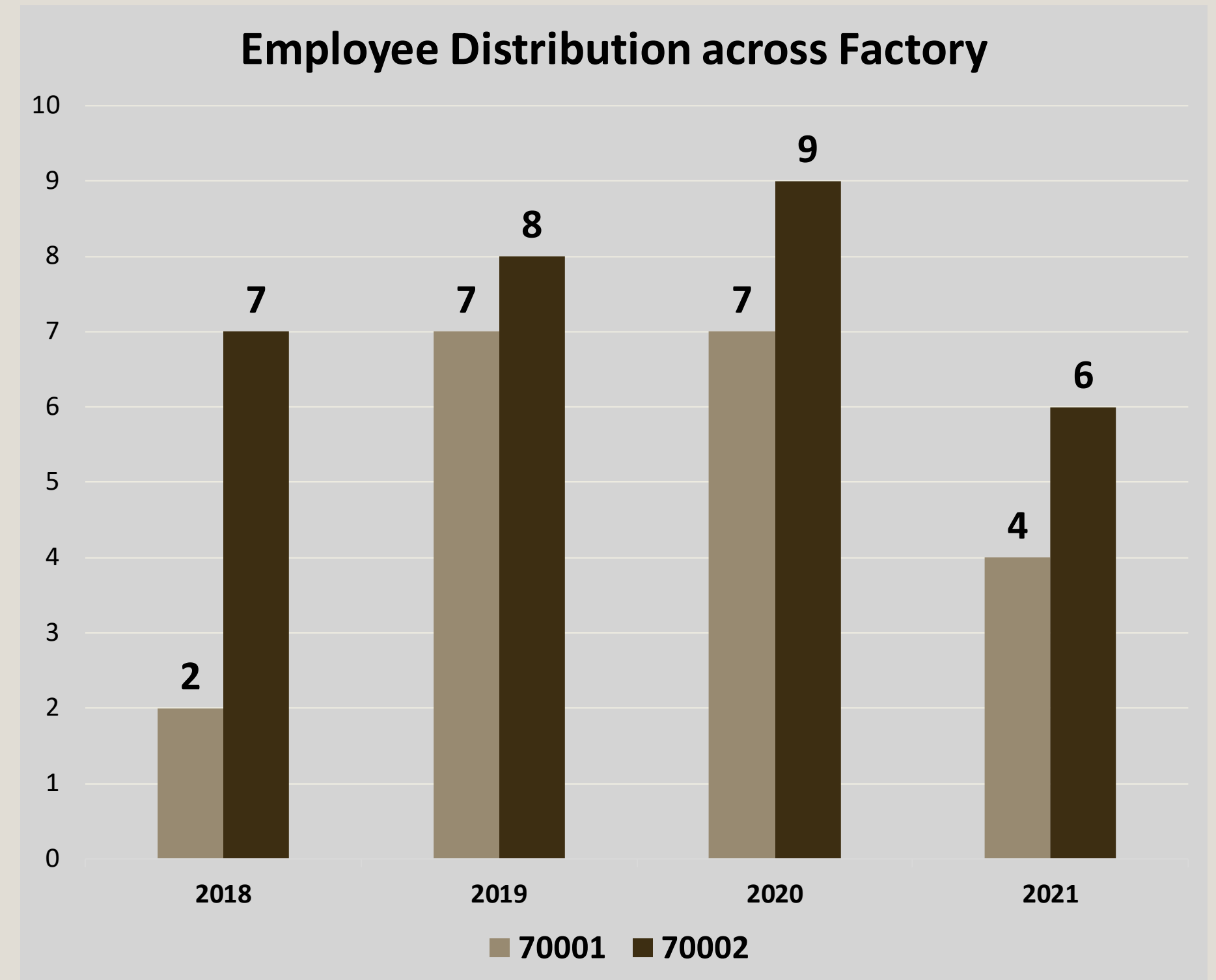
Distribution of total employees in both the factories

- Factory 70002 hires more employees than Factory 70001



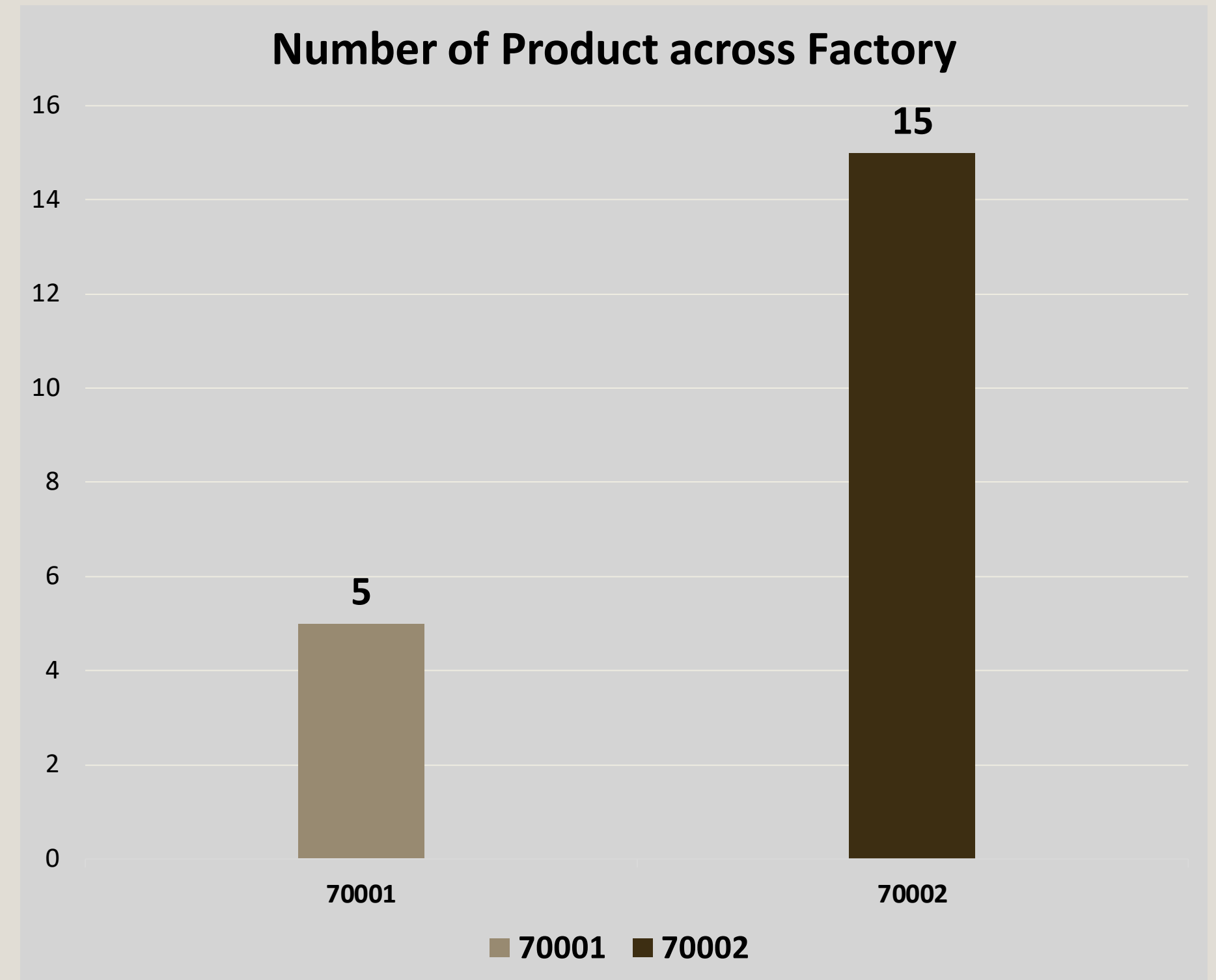
Number of employees hired across the years in the two factories

- From Covid-19, the number of employees hired remains to be the same for Factory 70001



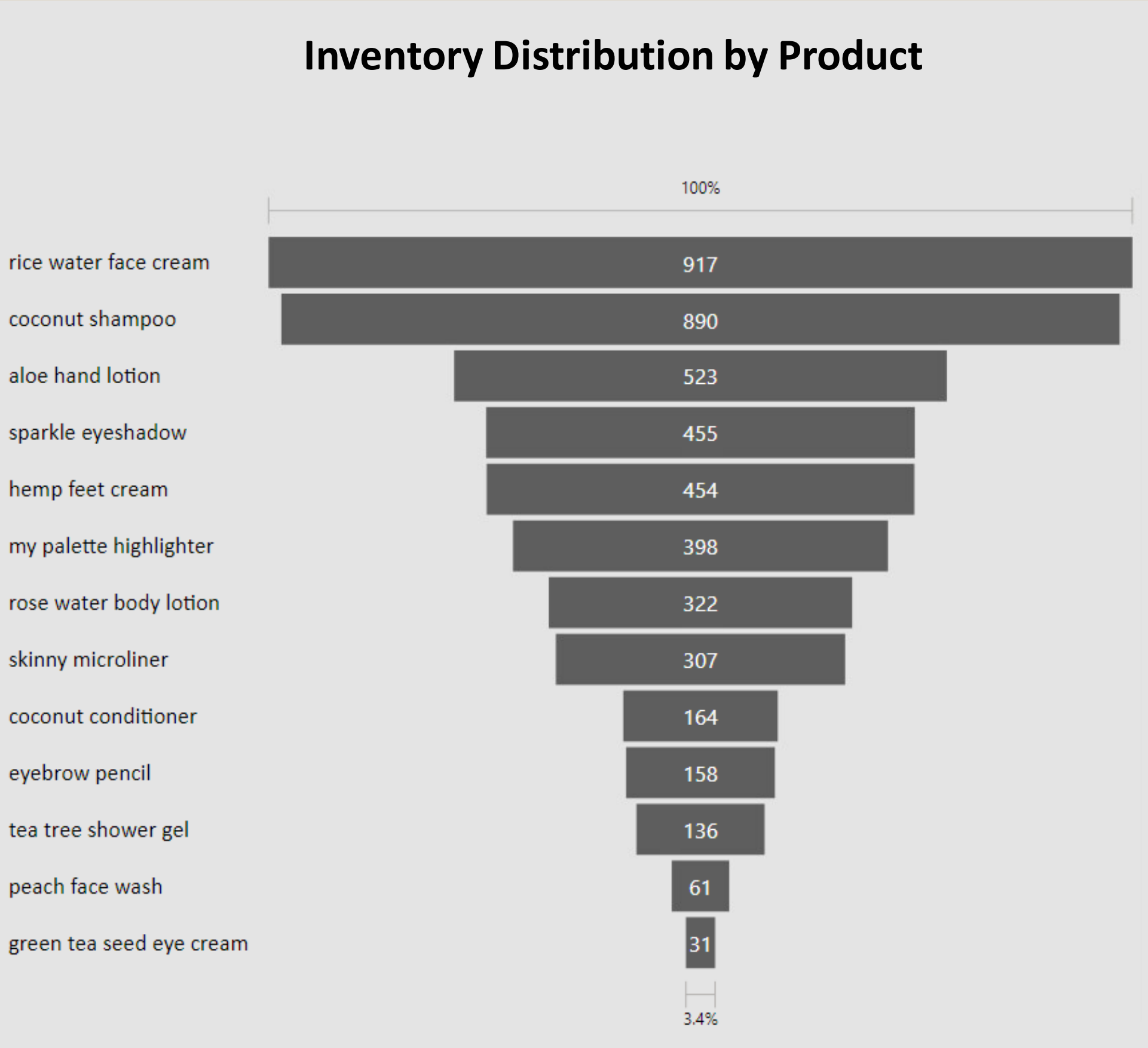
Number of products produced in each factory

- More products are produced in factory 2
- Use this information to see if switching of more in demand product to another factory is necessary



Inventory distribution across products

- Highest inventory: Rice Water Face Cream
- Least inventory: Green Tea Seed Eye Cream



Conclusion

From the above queries and data extraction, we have analyzed the general business performance of the AllAboutYou business including assessing its systems and sub-systems. The queries helps understand important aspects of business such as:

- Analyzing business performance
- Assessing systems and sub-systems functions
- Highest performing states
- Most profitable products
- Number of employees in different factories