Evershop dataset

The database contains six related tables with eCommerce data about:
Download here : [Evershop data](#)

Website Activity
Products
Orders

Project Brief

1. Traffic source analysis

- Identifying the most useful traffic channels, campaigns, and keywords with strongest conversation rates to make financial decisions and shift budget towards most effective traffic sources.
- Analyzing user behavior and patterns in different traffic sources to generate strategy and elevate user performance.
- Comparing the most to least effective traffic to identify and eliminate wasteful traffic sources and scale the most effective source.

2. Website performance and analysis

- Identify the most and least viewed website pages by the customers to make creative decisions on the enhancement of the pages.
- Analyzing the conversation funnels of customers to identify the most common path customers, take before purchasing products (from landing page to sale) and lower bounce rate.
- Understanding the pattern and effect of website pages on customer orders and make changes to the website pages and push maximum products to customer orders.

3. Business patterns and analyzing seasonality

- Analyzing seasonality to better understand the pattern, spikes, or slowdowns in demand.
- Analyzing sales and revenue and identify most busy time periods to make stratigic business decisions.

- Watching product sales trend to understand the overall health of the business