

An aerial photograph of the New York City skyline at sunset. The Empire State Building is the central focus, its spire reaching towards a sky with soft orange and pink hues. Other skyscrapers, including One World Trade Center, are visible in the background. The city's dense urban landscape and the surrounding water are also visible.

# CASE STUDY

Clothing Ecommerce

# BACKGROUND ANALYSIS

An Ecommerce company based in New York City that sells clothing online but also have in-store style needs support with decision making. Customers come in to the store, have sessions/meetings with a personal stylist, then they can go home and order either on a mobile app or website for the clothes they want.

**¿WHERE CAN WE FOCUS THE BUSINESS STRATEGY?**

	Email	Address	Avatar	Avg. Session Length	Time on App	Time on Website	Length of Membership	Yearly Amount Spent
0	mstephenson@fernandez.com	835 Frank Tunnel\nWrightmouth, MI 82180-9605	Violet	34.497268	12.655651	39.577668	4.082621	587.951054
1	hduke@hotmail.com	4547 Archer Common\nDiazchester, CA 06566-8576	DarkGreen	31.926272	11.109461	37.268959	2.664034	392.204933
2	pallen@yahoo.com	24645 Valerie Unions Suite 582\nCobbborough, D...	Bisque	33.000915	11.330278	37.110597	4.104543	487.547505
3	riverarebecca@gmail.com	1414 David Throughway\nPort Jason, OH 22070-1220	SaddleBrown	34.305557	13.717514	36.721283	3.120179	581.852344
4	mstephens@davidson-herman.com	14023 Rodriguez Passage\nPort Jacobville, PR 3...	MediumAquaMarine	33.330673	12.795189	37.536653	4.446308	599.406092

# EXPLORING THE DATA

We will work with the Ecommerce Customers csv file from the company. It has Customer info, such as Email, Address, colour Avatar, and their shopping information.





# RESEARCH QUESTIONS

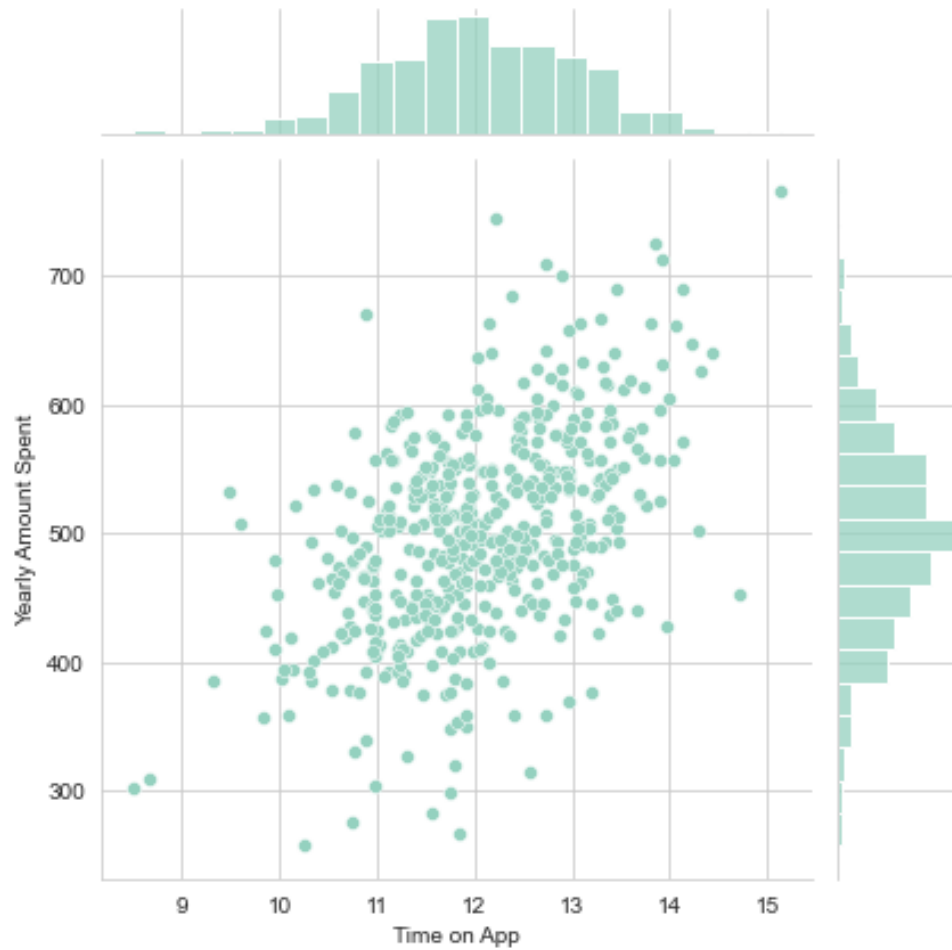
1. Should the company focus their efforts on their mobile app experience or their website?
2. Are the in-store sessions useful?
3. Where should the company focus their advertising campaign?

# INTERPRETING THE IMPORTANT FEATURES

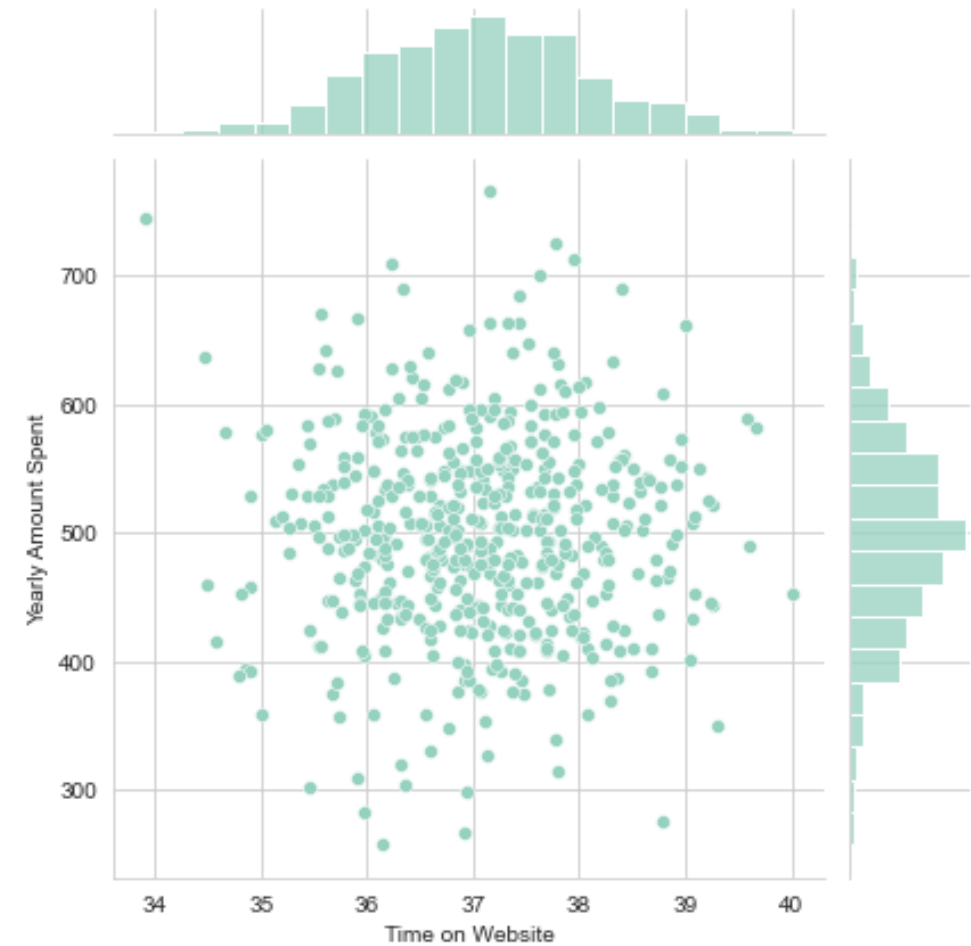
*After fitting a linear regression to the numerical data, we got the following results*

**If we increase in 1 unit buy, the company earns:**

- Avg. Session Length -> +25.98 total dollars spent.
- Time on App -> +38.59 total dollars spent.
- Length of Membership -> +61.27 total dollars spent.
- Time on Website -> +0.19 total dollars spent.



**THERE IS A POSITIVE CORRELATION**

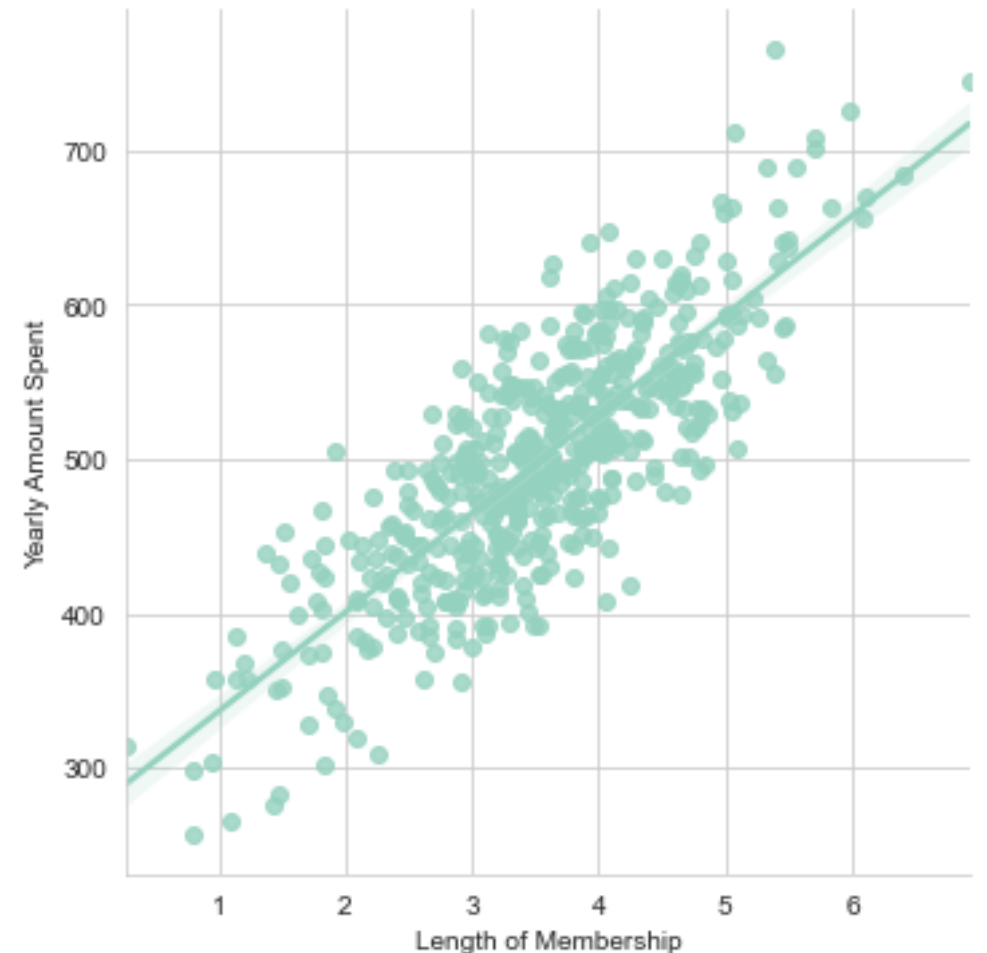


**THERE DOESN'T SEEM TO BE ANY  
CORRELATION**

# SHOULD THE COMPANY FOCUS THEIR EFFORTS ON THEIR MOBILE APP EXPERIENCE OR THEIR WEBSITE?

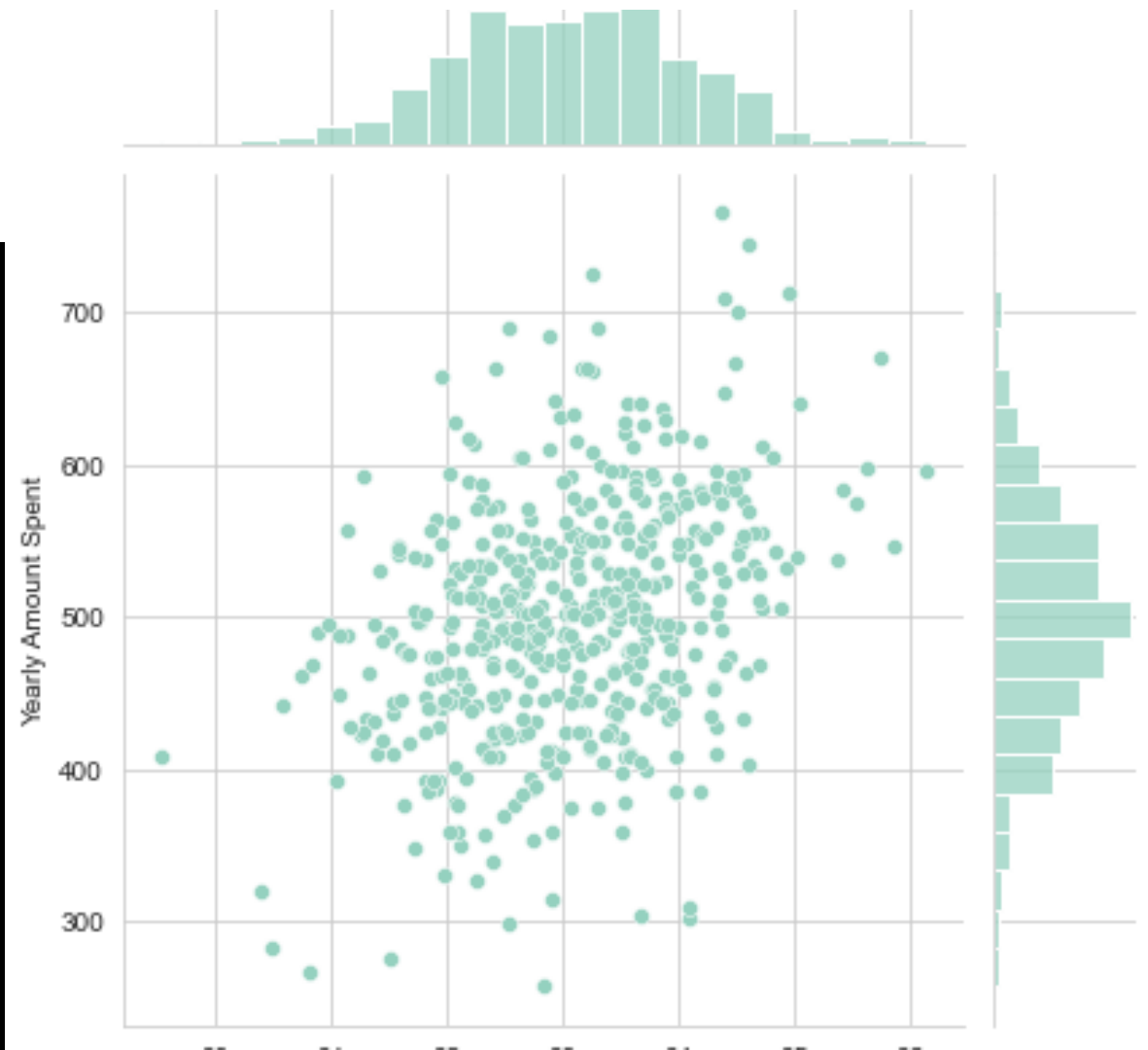
**Our recommendations for the company are:**

- The time on App has a much more positive influence on how much a customer is going to spend than Time on Website.
- The customers of this company are very loyal, the longer they were a member, the more they spent. So, the company can encourage this behaviour by offering special promotions or benefits to their oldest members through the app or website when they log in.



# ARE THE IN-STORE SESSIONS USEFUL?

Yes, there is some correlation between the amount spent and the length of the session (more length, more money). So it's another point in which the company should invest, for example by training the in-store employees.





# WHERE SHOULD THE COMPANY FOCUS THEIR ADVERTISING CAMPAIGN?

The company should encourage this existing tendency by focusing their advertising campaigns on those places.

State	Yearly Amount Spent
UTAH	566.491138
NORTHERN MARIANA IS	560.966458
INDIANA	558.303399
ARKANSAS	550.633210
MINNESOTA	546.266279
VIRGINIA	545.260391
OHIO	537.757418
WISCONSIN	536.689168
WASHINGTON	536.117901
MONTANA	532.454993

# CONCLUSIONS

The company should consider:

- The most influential features for the customers to spend more are the length of the client membership and the app use.
- Invest in a good training on the stores, because the company earns more when the customers are more time in there buying.
- Invest in good advertising campaigns in the 10 more profitable states given in this analysis.

