

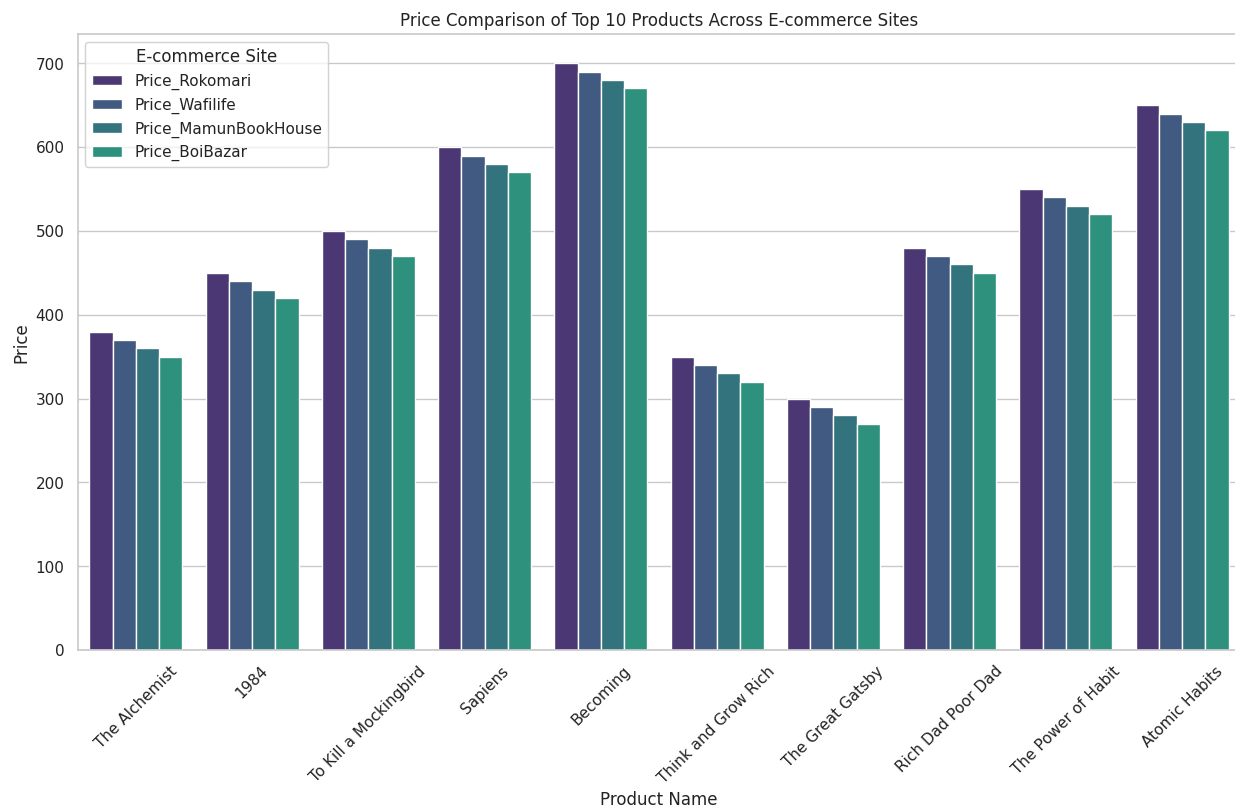
1. Data Extraction and Cleaning

First, I identify duplicate values based on the ProductName. Once the duplicates are detected, I remove all instances of these duplicate values from the dataset. Afterward, I check for any null values.

2. Price Monitoring Analysis

1. Compare the prices of 10 products of Rokomari.com from the dataset with their prices on the other 3 e-commerce sites (Wafilife, Mamun Book House and BoiBazar).

I am comparing here through a bar chart.



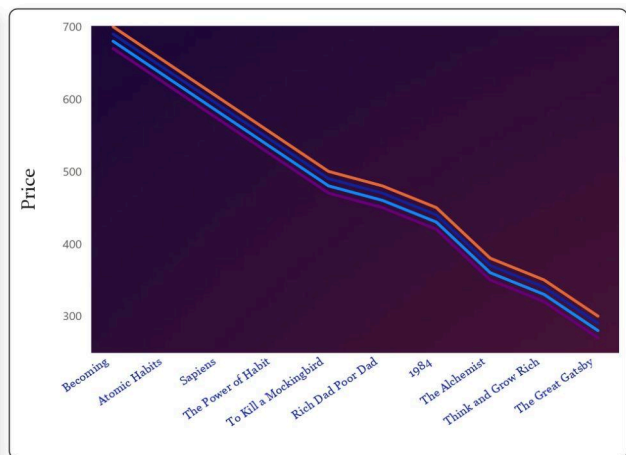
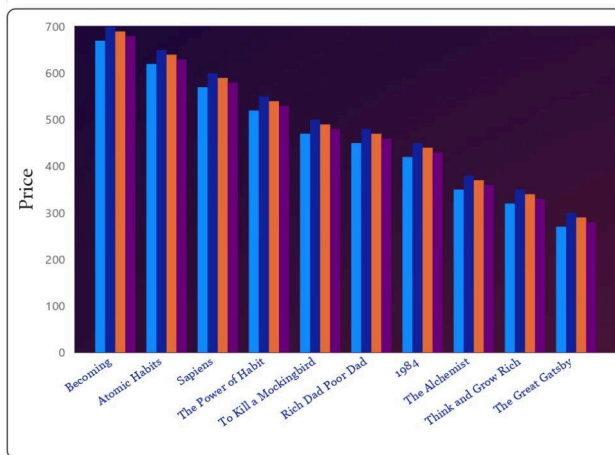
2. Generate a report highlighting the price differences and providing insights on how Rokomari.com's prices stand in comparison.

Rokomari's pricing is generally slightly higher than those of Wafilife, Mamun Book House, and BoiBazar. There is competition in the market, as seen by the tiny pricing discrepancies among the e-commerce sites. For example, "The Alchemist" is priced at 380 on Rokomari, 370 on Wafilife, 360 on Mamun Book House, and 350 on BoiBazar. In some cases, Rokomari's prices are the highest. Another example is "Becoming", which is priced at 700 on Rokomari, compared to 690 on Wafilife, 680 on Mamun Book House, and 670 on BoiBazar. If we see all products in this chart, all Rokomari products are priced higher than other e-commerce sites.

3. Data Visualization

1. Create visual representations of your findings using any data visualisation tools like Looker Studio or Power BI.

Here, I create beautiful visual representations using Power BI.



4. Growth Hacking Ideas

1. Checkout Process

Test A: Current multi-step checkout process.

Test B: Simplified single-page checkout.

2. User Reviews Placement

Test A: Reviews at the bottom of the product page.

Test B: Reviews near the top, highlighting positive and critical feedback.

3. Personalized Recommendations

Test A: Standard recommendations based on popular products.

Test B: Personalized recommendations based on user browsing history and preferences.

4. Search Bar Optimization

Test A: your current search Bar.

Test B: Test the effectiveness of an auto-suggest feature in the search bar versus a traditional search bar to see which helps users find books more efficiently and increases conversion rates.

5. Social Proof

Test A: There is no social proof section.

Test B: Show the number of items sold or people viewing a product.