Data Analysis report:

ECOMMERCE ONLINE PLATFORM AND WEBSITE ANALYSIS

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Table of Contents

01. Introduction

☑ **Goal of the Report**

☑ **Methodology**

Topic

Ecommerce Online Platform and Website Analysis

Goal of the Report

- retrieve important factors in platform and websites affecting sales
- provide possible methods to increase users and transactions

Methodology

Tools: tidyverse, gcookbook, shiny

data:

cleaned date:

1

platform data

marketing budget

2

sns data

sns platform

3

website data

page type,
events/promotions
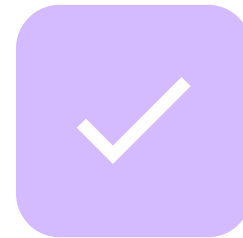
4

keyword data

search relevance

O2. Data Analysis

- Platform Advertisement Budget and Sales

- Social Media Platform Usage Per Year

- Website Page Type Frequency, Duration, and Others
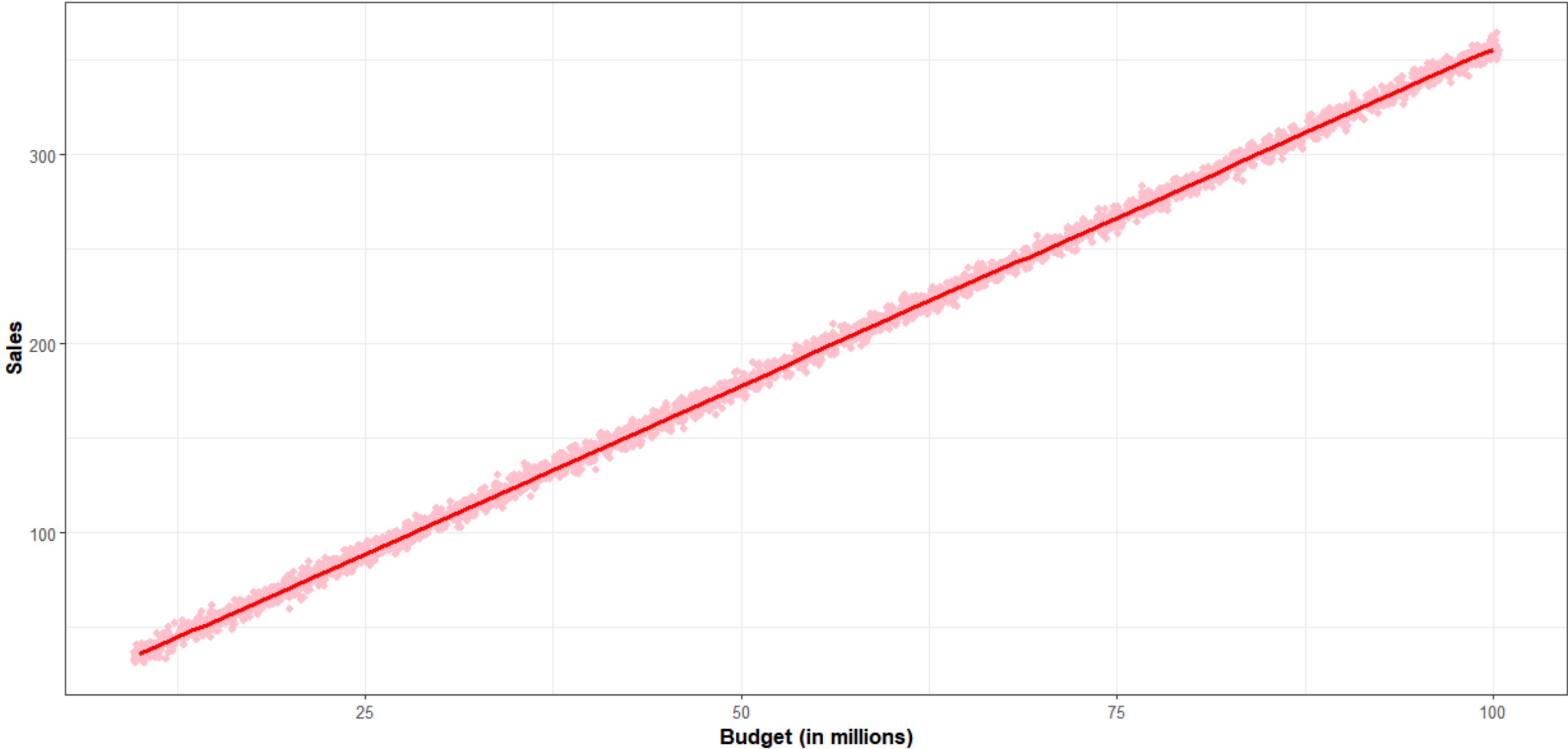
- Category Keyword Search Relevance

Platform Advertisement Budget and Sales

Select platform type:

TV ▼

There are three platforms: TV, Radio, and Social Media.

The plot functional relationship between the budget invested of the selected platform and sales (revenue) via the scatterplot and smooth curve.

Platform Advertisement Budget and Sales

Select platform type:

Radio ▼

There are three platforms: TV, Radio, and Social Media.

The plot functional relationship between the budget invested of the selected platform and sales (revenue) via the scatterplot and smooth curve.
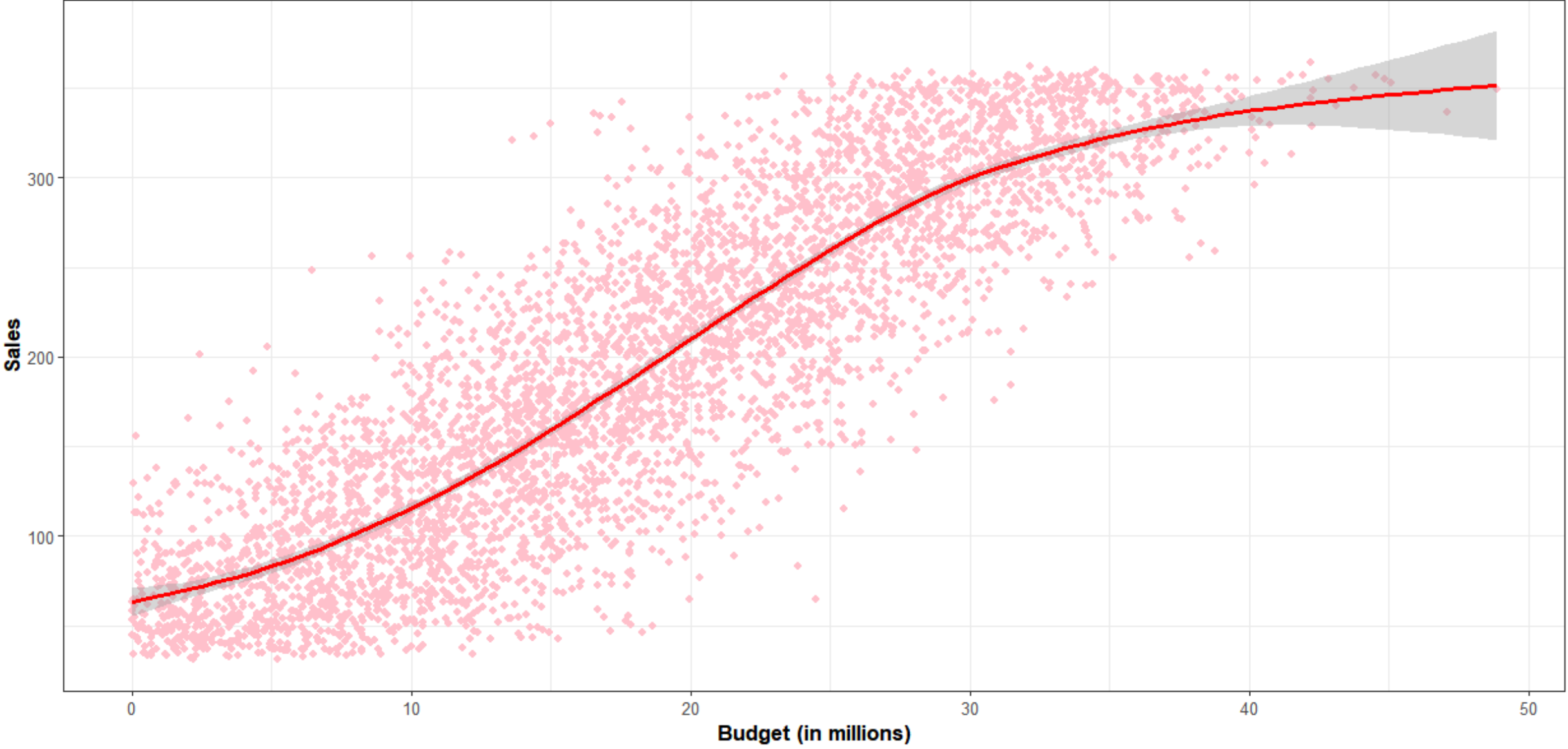
Platform Advertisement Budget and Sales

Select platform type:

Social_Media ▼

There are three platforms: TV, Radio, and Social Media.

The plot functional relationship between the budget invested of the selected platform and sales (revenue) via the scatterplot and smooth curve.
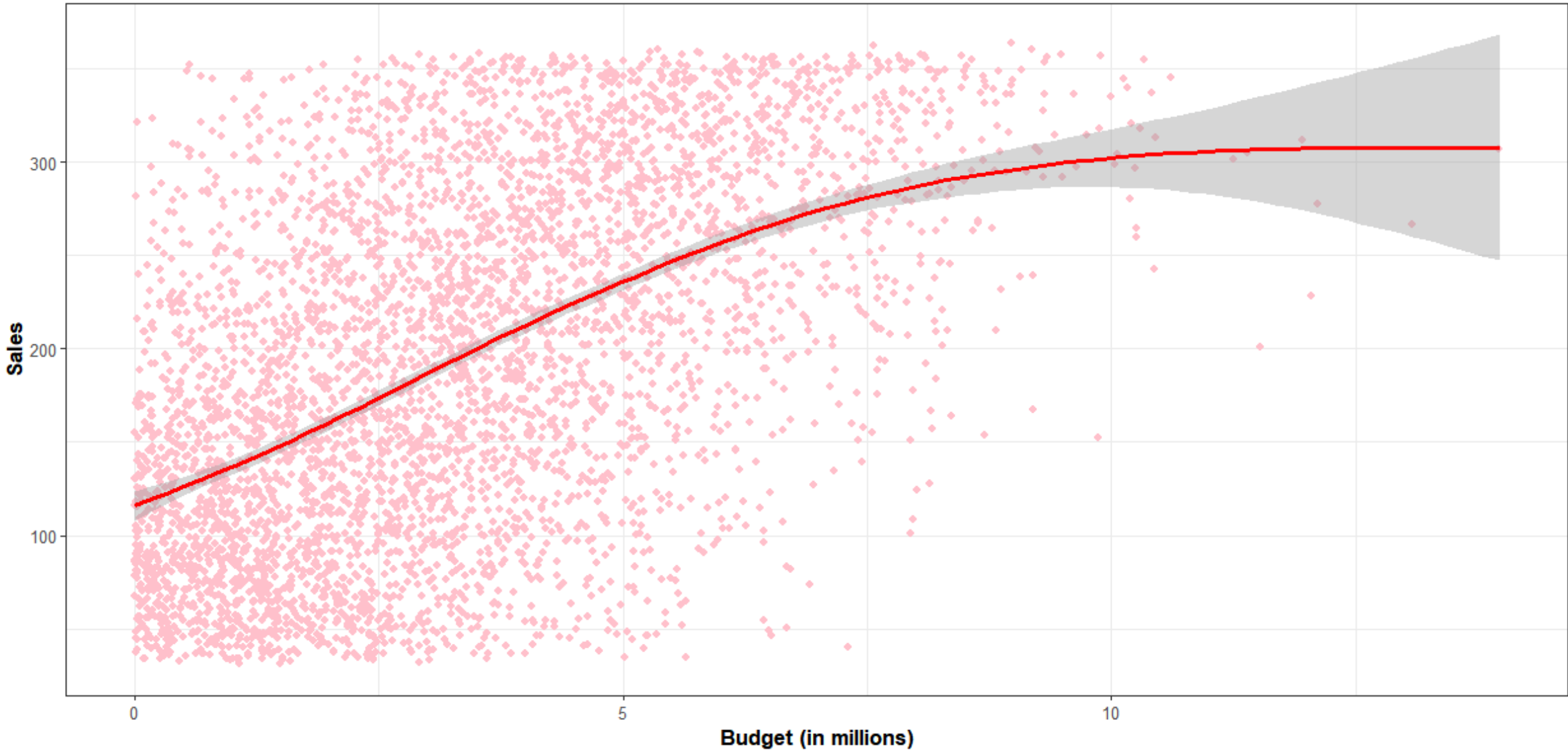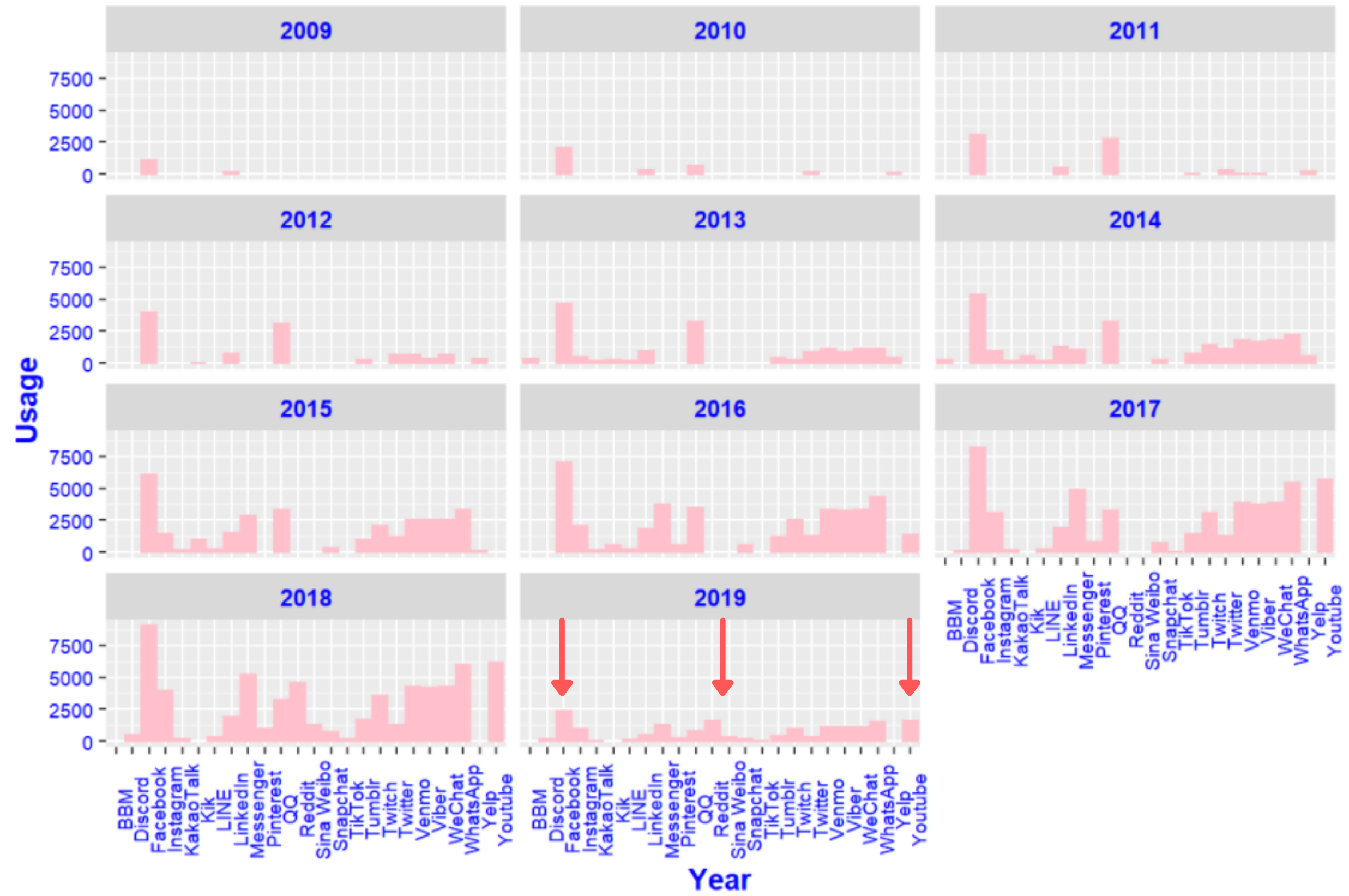
Social Media Platform Usage Per Year

platform

●	BBM	●	Sina Weibo
●	Discord	●	Snapchat
●	Facebook	●	TikTok
●	Instagram	●	Tumblr
●	KakaoTalk	●	Twitch
●	Kik	●	Twitter
●	LINE	●	Venmo
●	LinkedIn	●	Viber
●	Messenger	●	WeChat
●	Pinterest	●	WhatsApp
●	QQ	●	Yelp
●	Reddit	●	Youtube

Most Used Social Media Platform Per Year
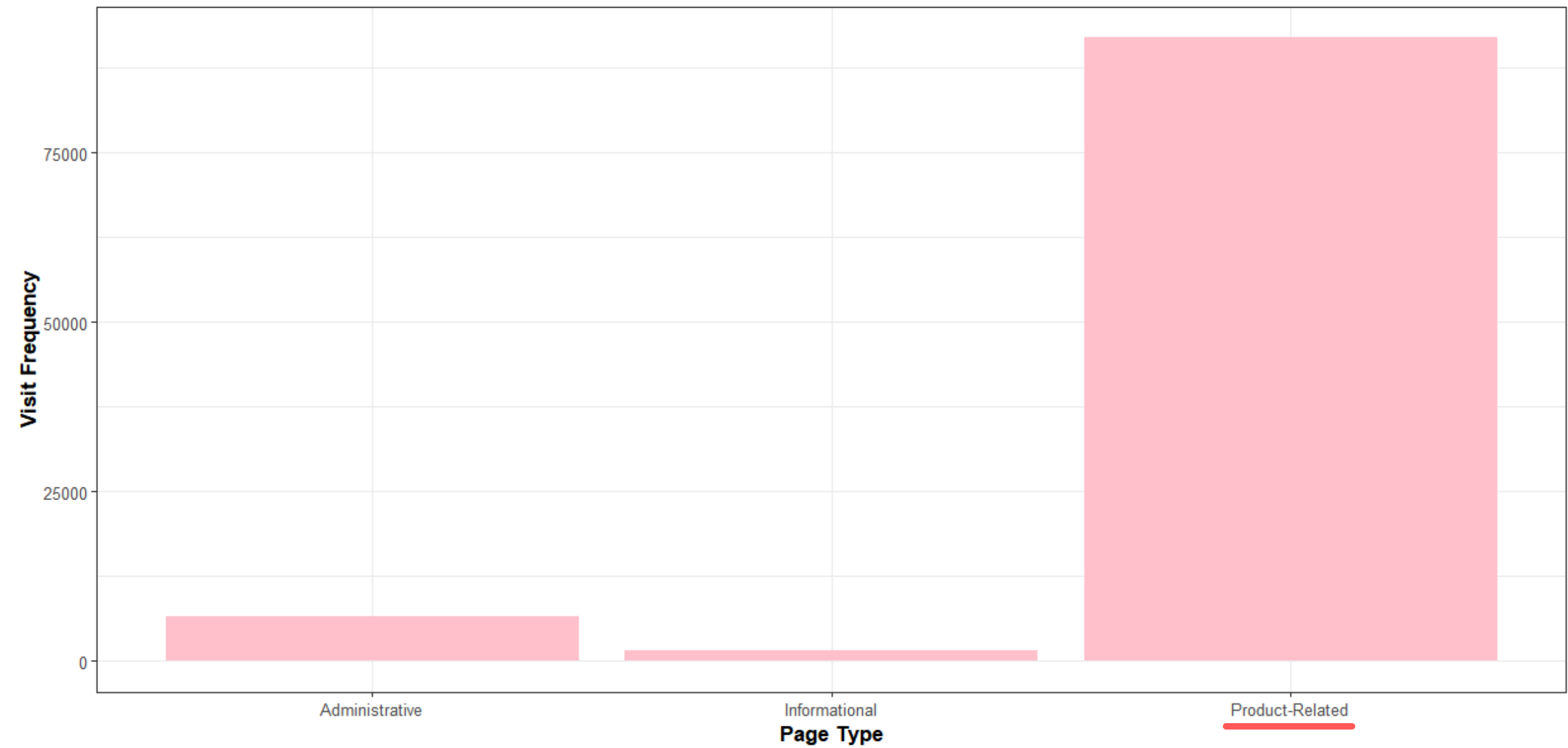
Website Page Type Statistics

Choose y-axis:

count	▼

There are two y variables to choose from.

count : shows the visit frequency of each page type,

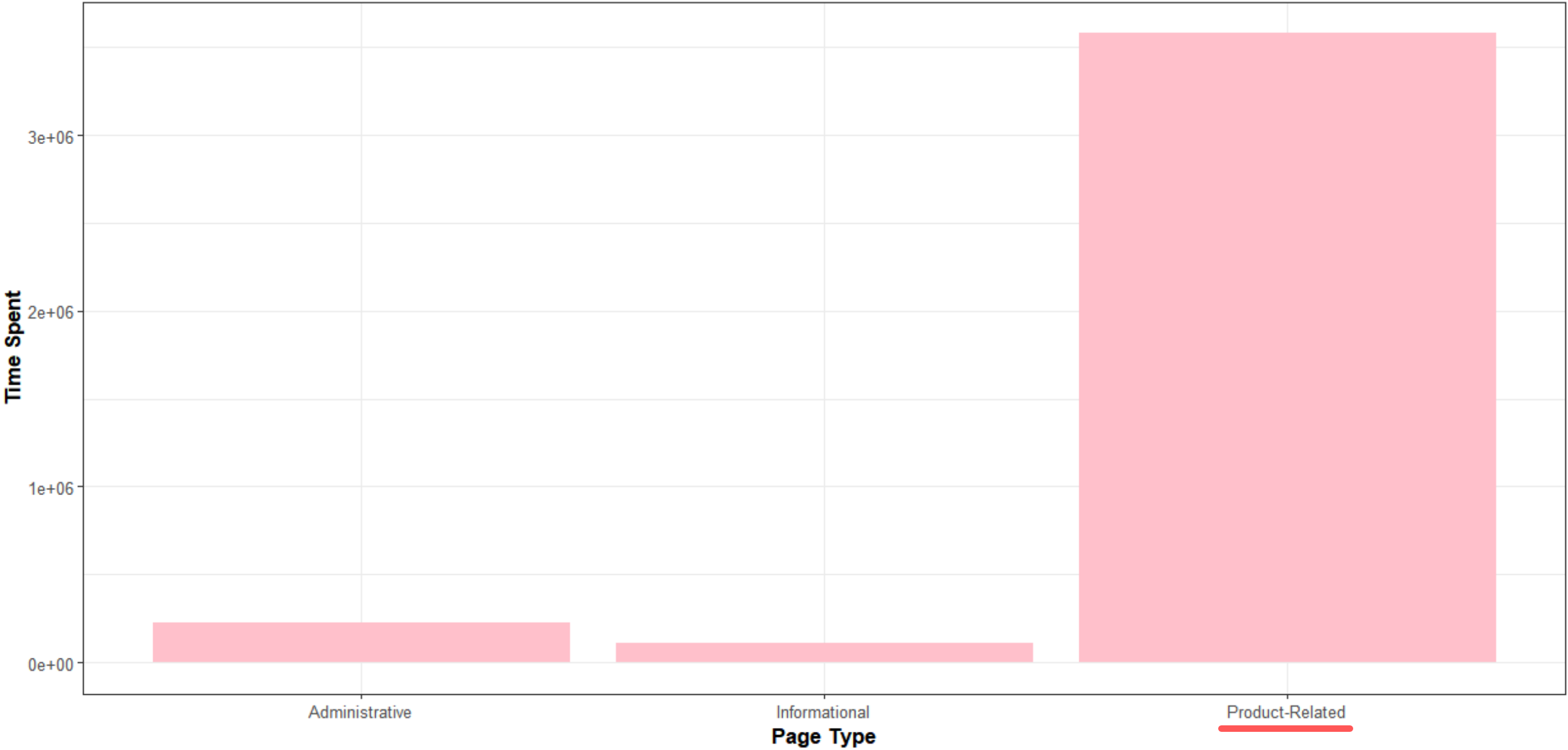duration : shows the visit duration on each page type.

Website Page Type Statistics

Choose y-axis:

duration ▾

There are two y variables to choose from.

count : shows the visit frequency of each page type,

duration : shows the visit duration on each page type.

Holiday and Weekend Effect on Revenue
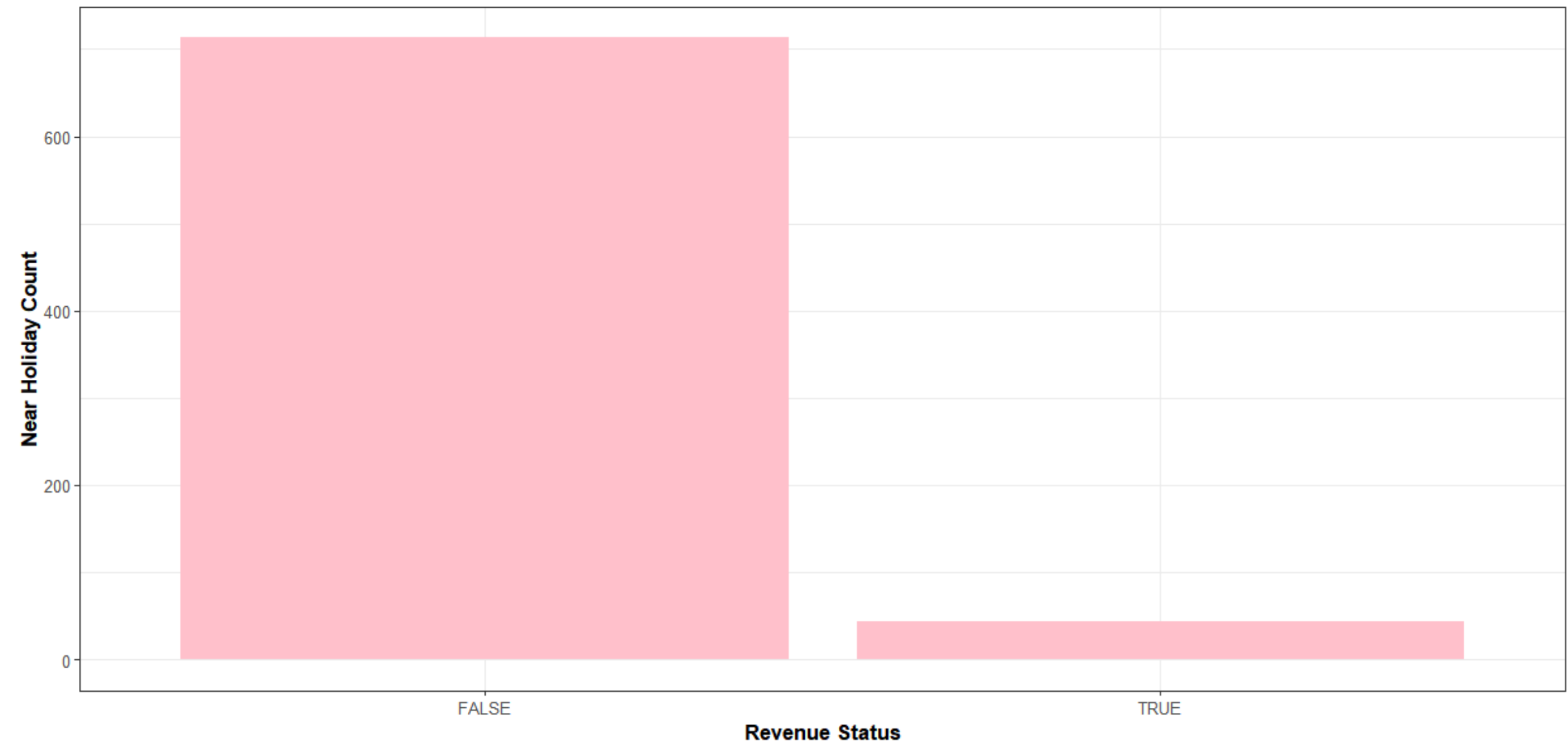
Select factor effect:

holiday ▼

This plot shows whether a special day or event has an effect on revenue.

There are two variables: holiday and weekend.

holiday : shows the count of near holidays at the point of transaction,

weekend : shows the count of weekends at the point of transaction.

Holiday and Weekend Effect on Revenue
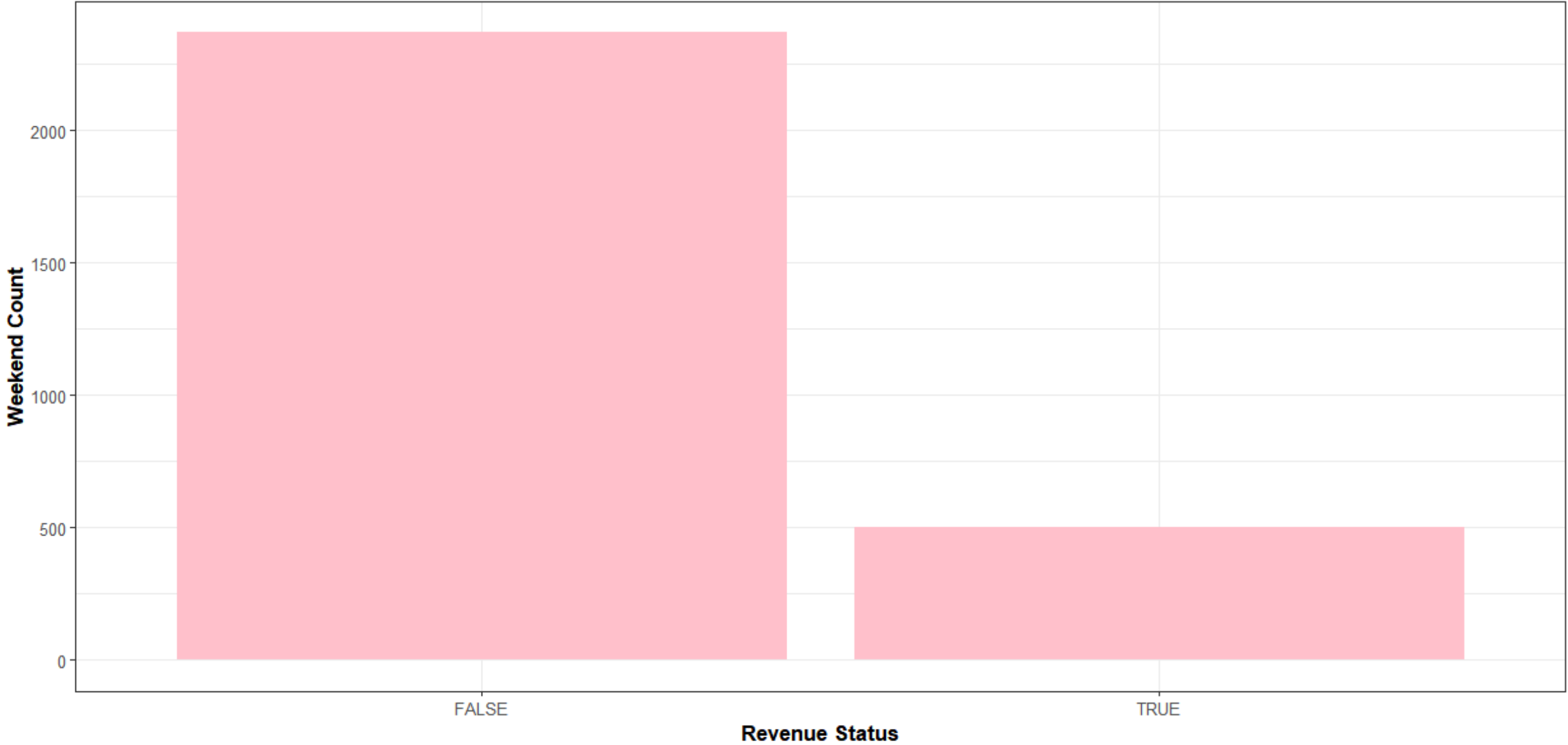
Select factor effect:

weekend ▼

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holiday : shows the count of near holidays at the point of transaction,

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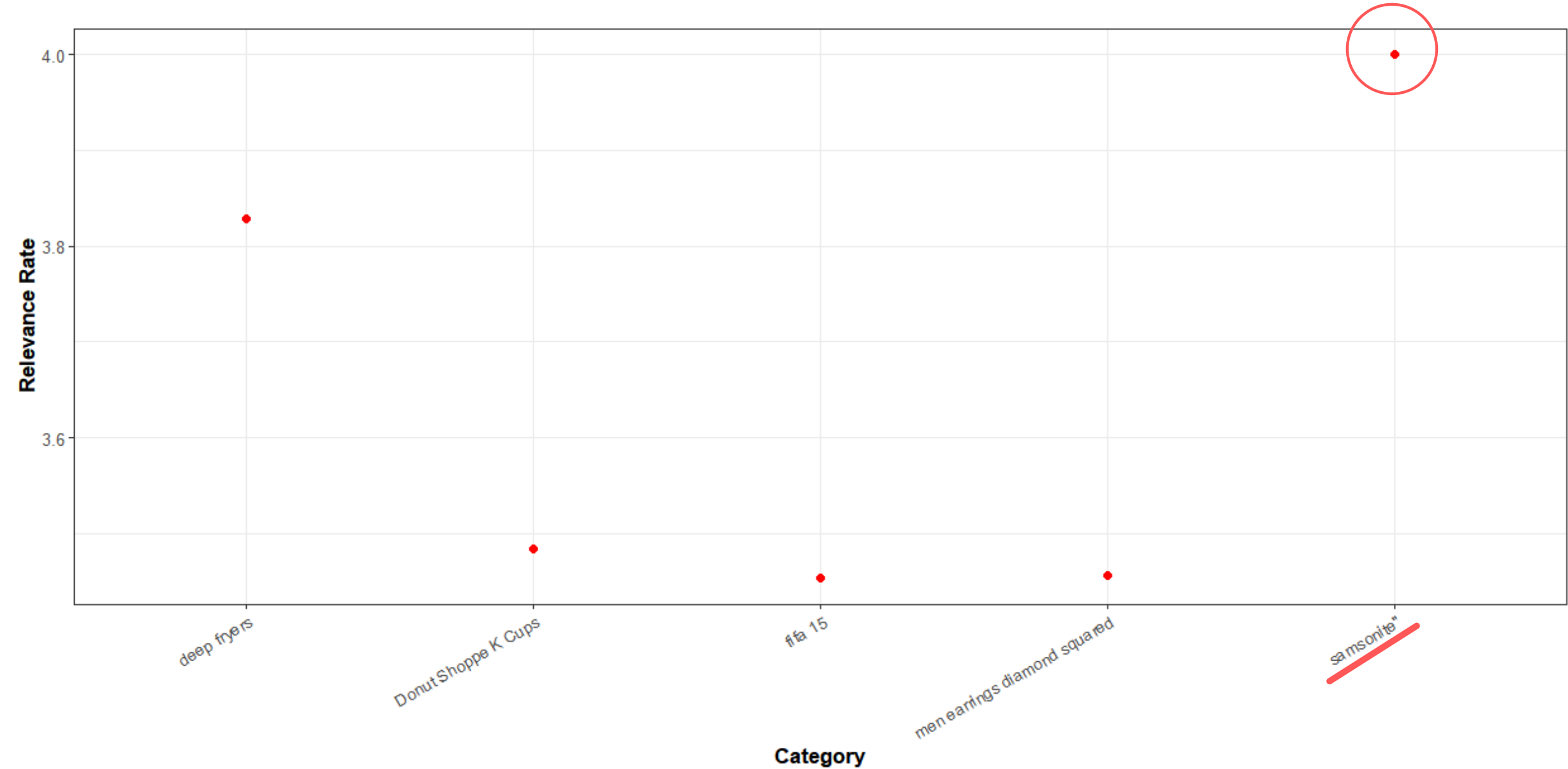
Category Keyword Search Relevance

View group of

highest relevance rate ▾

There are two groups to choose from: (1) 5 categories
with highest relevance rate, (2) 5 categories with lowest
relevance rate

highest relevance rate : stands for (1),

lowest relevance rate : stands for (2),
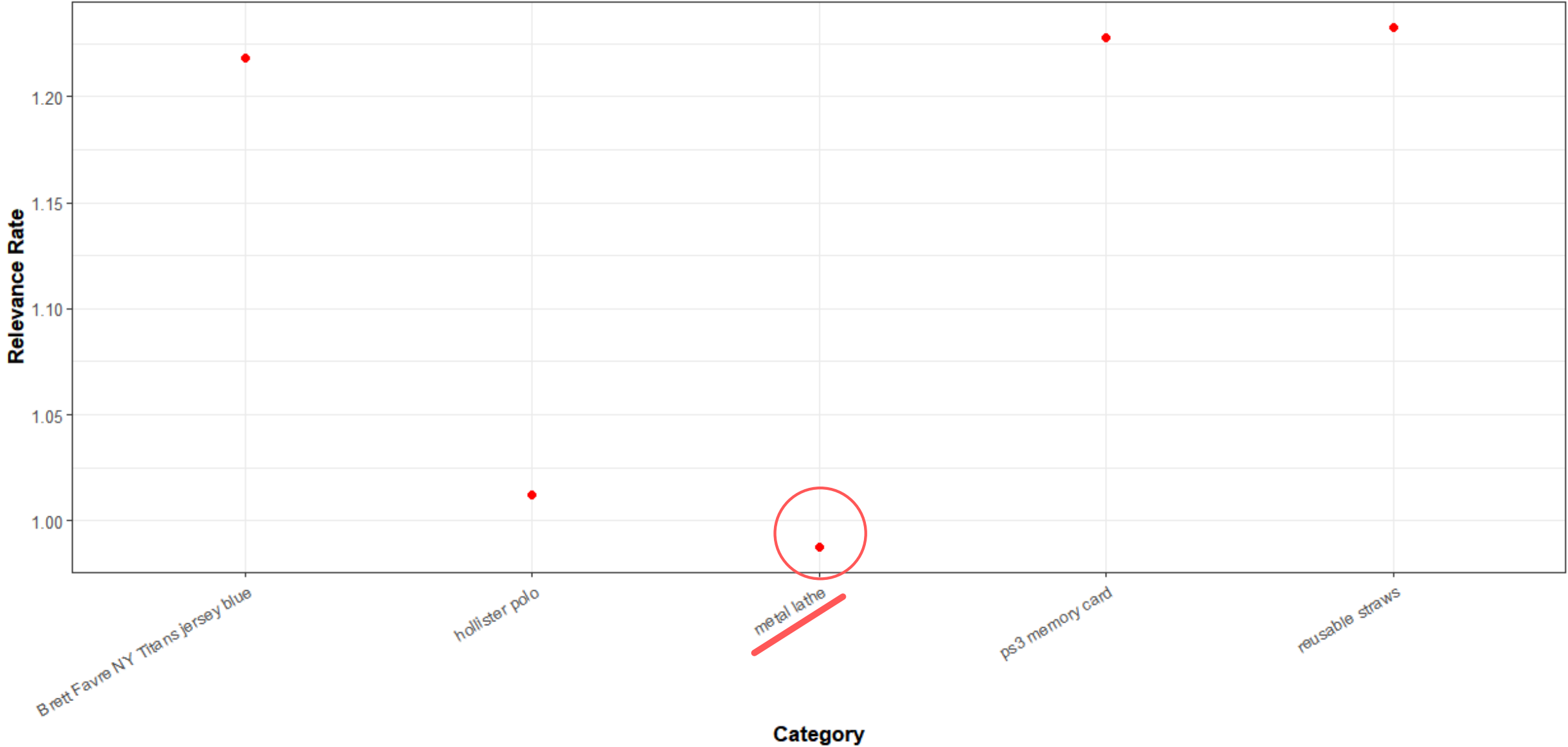
Category Keyword Search Relevance

View group of

lowest relevance rate ▾

There are two groups to choose from: (1) 5 categories with highest relevance rate, (2) 5 categories with lowest relevance rate

highest relevance rate : stands for (1),

lowest relevance rate : stands for (2),

03. Conclusion and Recommendation

Conclusion and Recommendation

01

- **TV: 80 million**
- **Radio: 30 million**
- **Social Media: 10 million**

02

- **Facebook**
- **Youtube**
- **Reddit**

03

- **Product-related pages improvement**
- **Keyword supplement**

References

Datasets:

- Dummy Marketing and Sales Data (https://www.kaggle.com/harrimansaragih/dummy-advertising-and-sales-data?select=Dummy+Data+HSS.csv) –> platform
- Most Used Social Media Platforms (https://www.kaggle.com/mathurinache/mostusedsocialmediaplatforms) –> sns
- Online Shoppers Purchasing Intention (https://archive.ics.uci.edu/ml/datasets/Online+Shoppers+Purchasing+Intention+Dataset#) –> website
- Ecommerce seach relevance (https://data.world/crowdflower/ecommerce-search-relevance) –> keyword

Sites:

- Shopify Business Encyclopedia (https://www.shopify.com/encyclopedia/what-is-ecommerce#:~:text=Ecommerce%2C%20also%20known%20as%20electronic,data%20to%20execute%20these%20transactions)
- Ecommerce boom fuels record online competition (https://www.shopify.com/enterprise/the-future-of-ecommerce/omnichannel)