SUDHAKAR R

Final Project

PROJECT TITLE

E-Commerese Website Logs

AGENDA

➢ Introduction
➢ Problem Statement
➢ Project Overview
➢End Users
➢ Solution and Value Proposition
➢ Key Features
➢ Modeling Approach
➢Results
➢Conclusion

PROBLEM STATEMENT

E-commerce website logs data created for helping the data analysts to practice exploratory data analysis and data visualization. The dataset has data on when the website was accessed, IP address of the source, Country, language in which website was accessed, amount of sales made by that IP address.
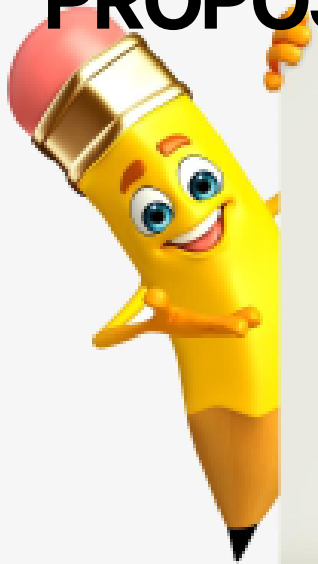
PROJECT OVERVIEW

· Utilizing e-commerce website logs data for exploratory data analysis and visualization.
· Aiming to uncover trends, patterns, and actionable insights to improve business decision-making

WHO ARE THE END USERS?

- Data analysts
- Business stakeholders
- Marketing teams
- Website developers

YOUR SOLUTION AND ITS VALUE PROPOSITION

· Analyzing access timestamps, IP addresses, countries, languages, and sales data.

·   Providing actionable insights to optimize website performance, target audience, and sales strategies.

·   Empowering stakeholders to make data-driven decisions for business growth and user engagement

THE WOW IN YOUR SOLUTION

· Real-time visualization of website traffic and sales data.
· Predictive analytics for forecasting sales trends.
· Interactive dashboards for user-friendly exploration of insights.
· Customizable reports tailored to different stakeholders' needs

MODELLING

Teams cam add wireframes

·   Utilizing statistical analysis, machine learning algorithms, and data visualization techniques.
·   Exploring correlations between website access patterns, user demographics, and sales performance.
· Building predictive models to forecast future sales and identify potential growth opportunities

RESULTS

· Increased understanding of user behavior and preferences.
· Optimization of marketing strategies based on demographic insights.
· Improved conversion rates and revenue generation.
· Enhanced website performance and user experience.