

E-commerce - Users of a C2C fashion store

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Sinh viên năm 3 - Kinh doanh thương mại
Lớp: PL300 - 76
Dataset: G2



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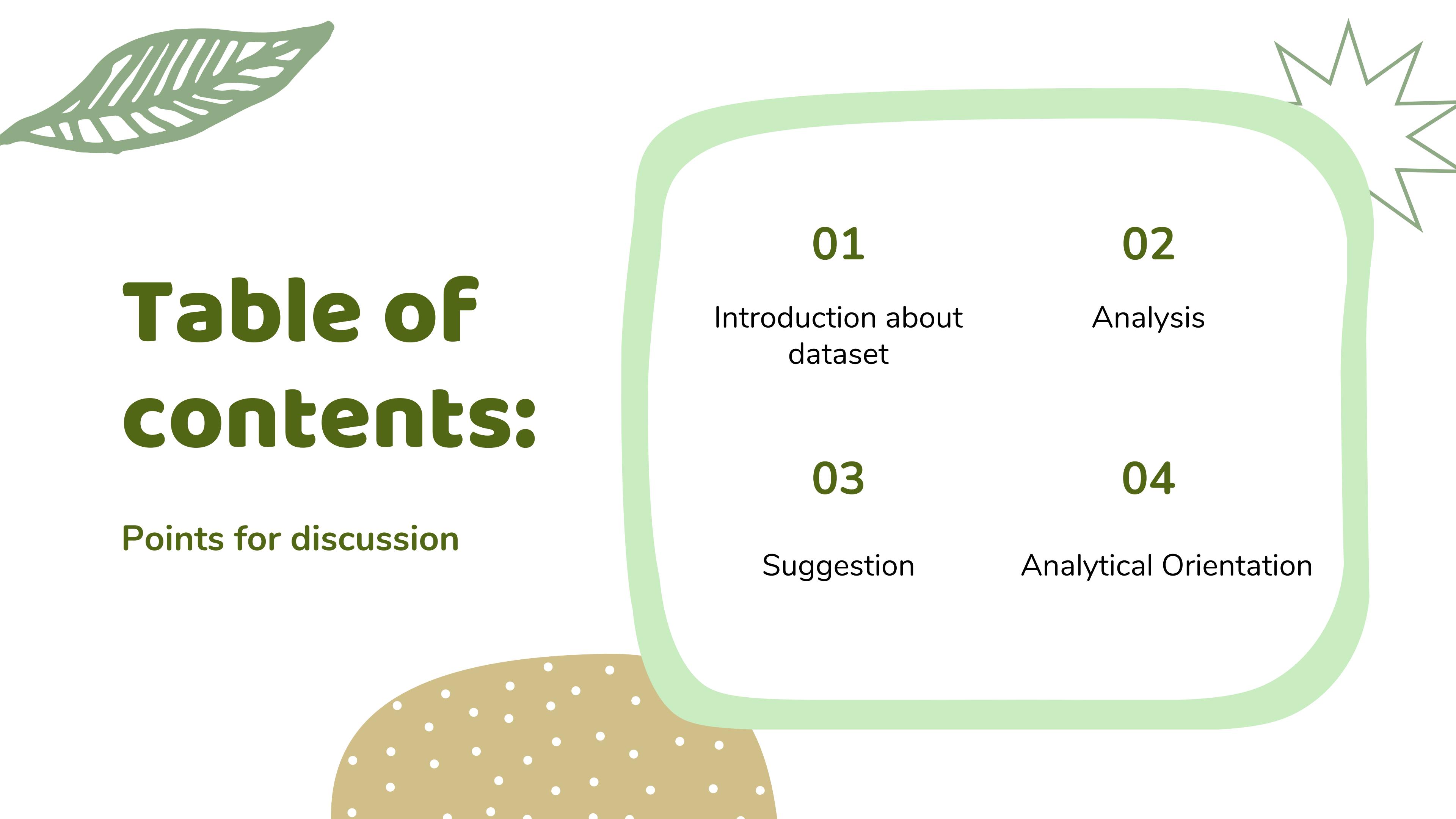


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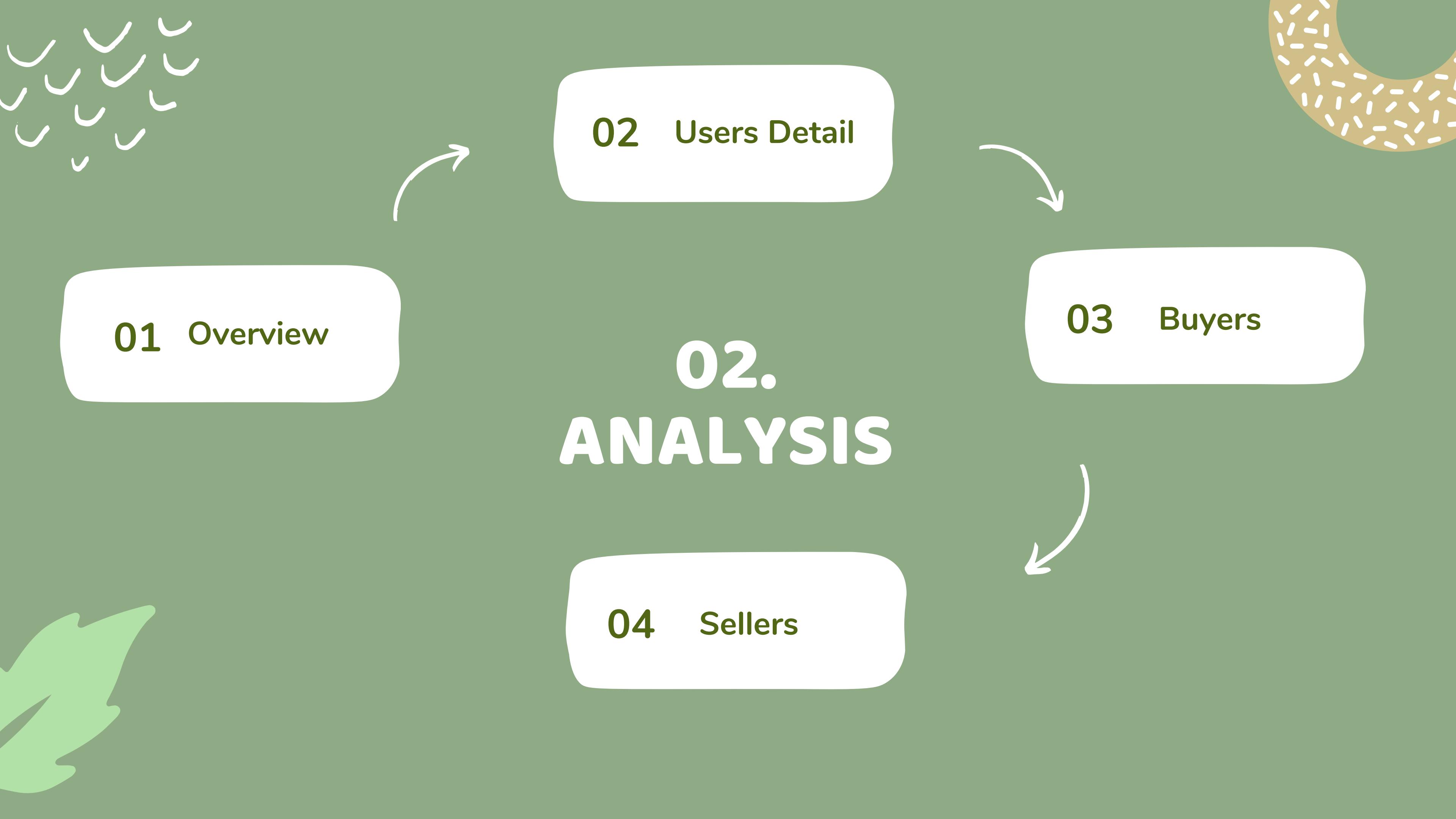
04

Analytical Orientation

01. Introduction about dataset

- Data sourced from a **French e-commerce website** where **individuals buy and sell fashion products** from/to each other: Customer-to-Customer (C2C), with over 9M registered users.
- The store was **first launched in Europe around 2009** then expanded worldwide.
- The data consists of **1 table, 24 columns and 98,913 rows**
- Data has been cleaned





01 Overview

02 Users Detail

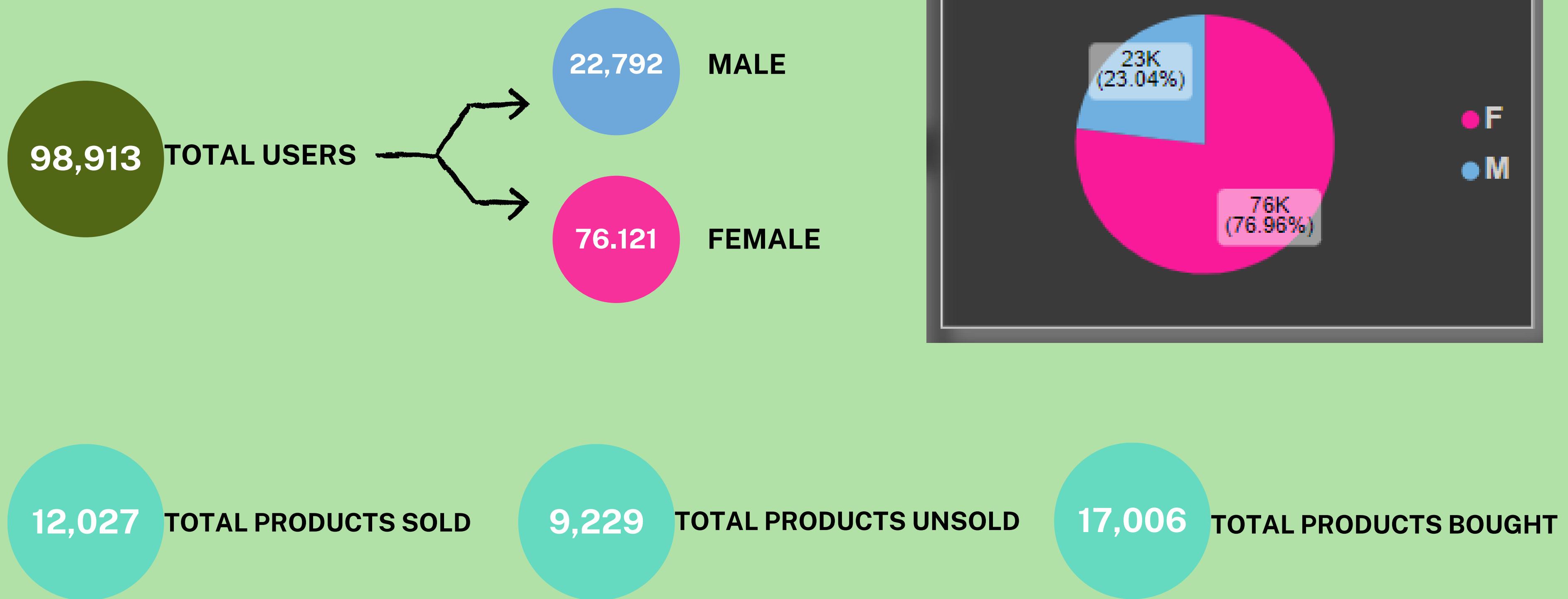
03 Buyers

02. ANALYSIS

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02. ANALYSIS

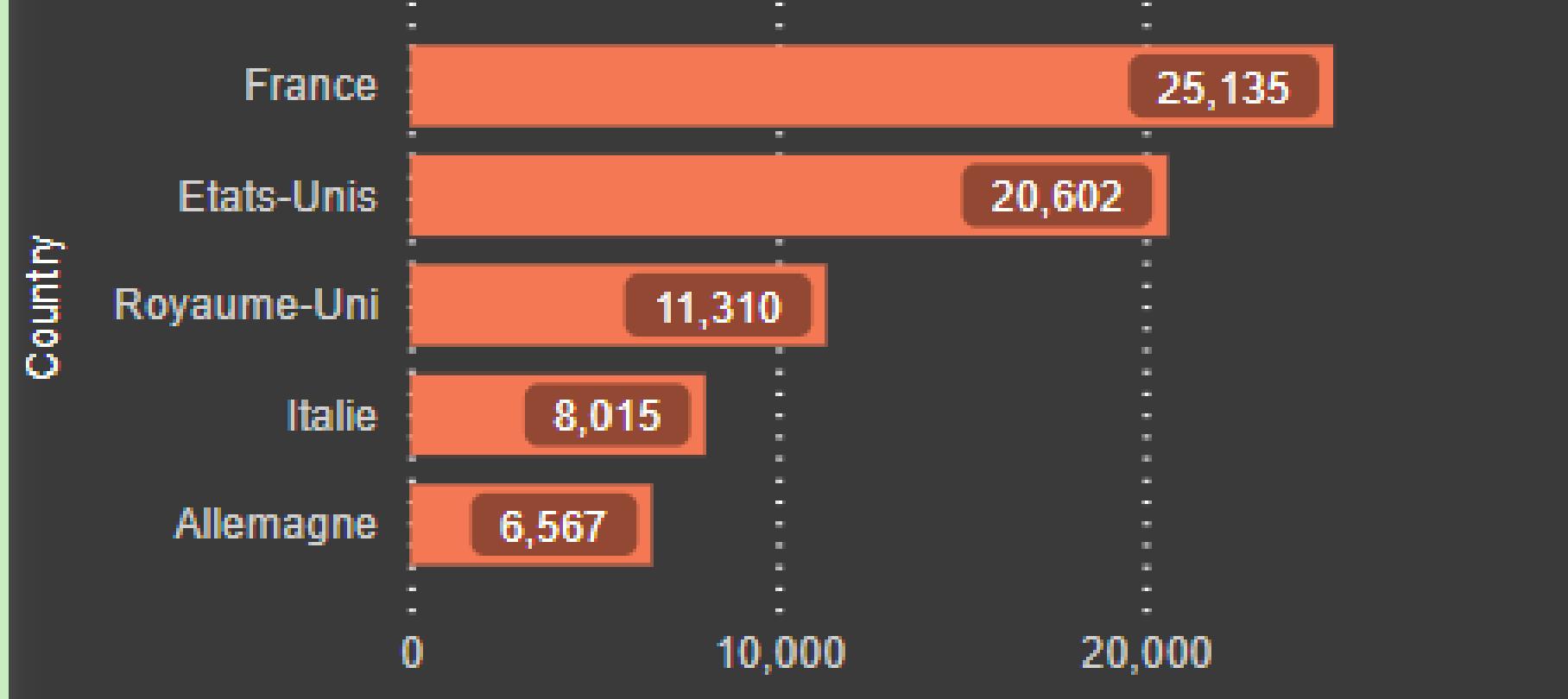
• OVERVIEW



02. Analysis

- Overview

Top 5 Countries by Users

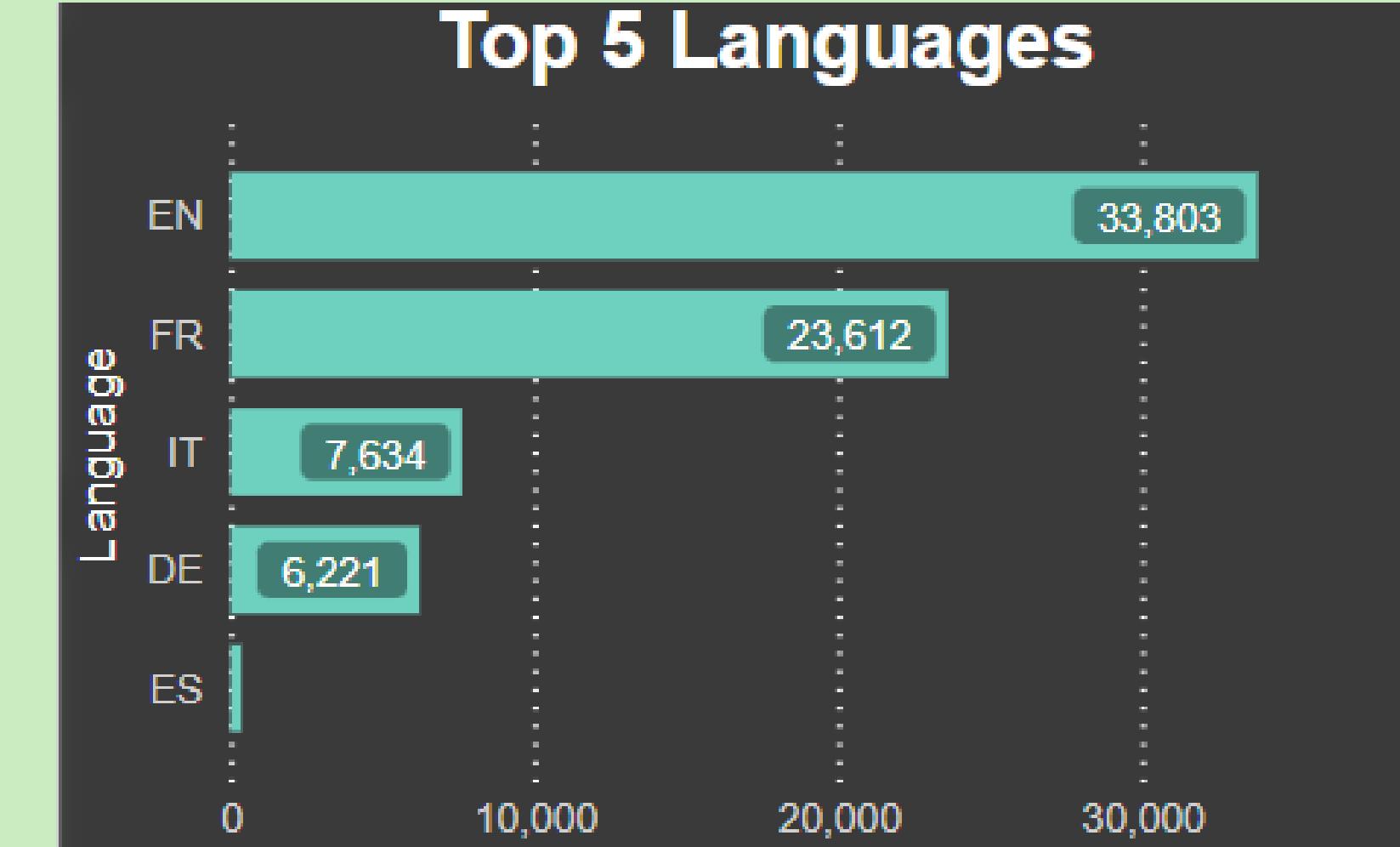


The top is France with more than 25k users (25.4%), second is the US with more than 20.6k subscribers (20.8%); followed by the United Kingdom, Italy and Germany.



Although France has the most registered users, the most used language is English.

Top 5 Languages



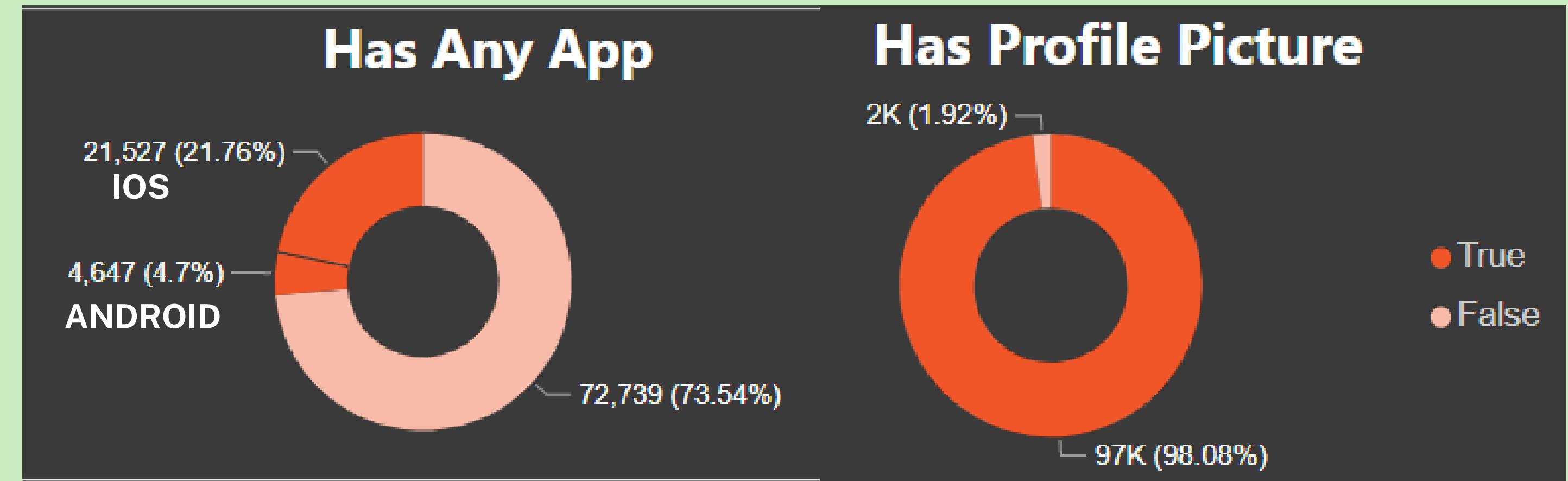
The most used language is English with nearly 34k users (34.1%), followed by French with more than 23.6k users (23.9%), the next 3 positions are Italian, German and Spanish

02. Analysis

- Users

8
AVERAGE
SOCIAL
FOLLOWS

3
AVERAGE
SOCIAL
FOLLOWERS

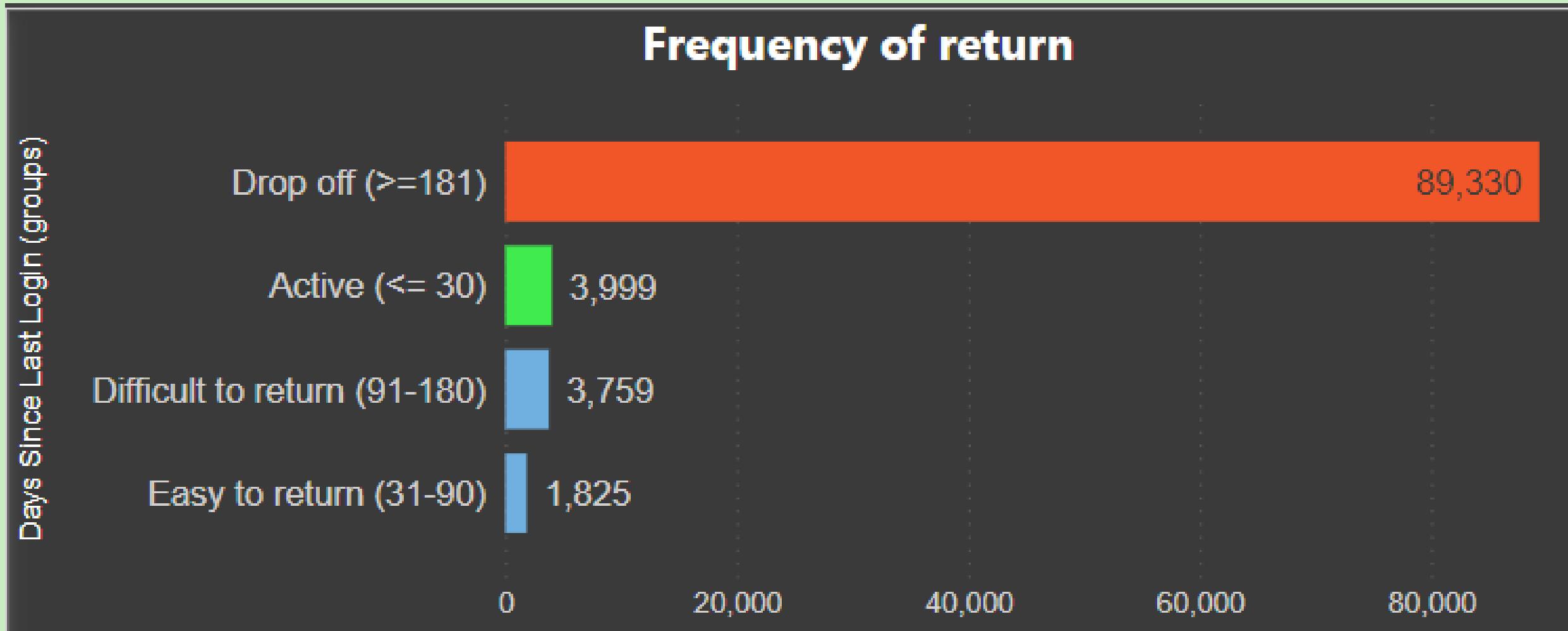


- More than 98% of users have a profile picture.
- However, just over 26k people have used any official app from the store. (Most of iOS app with over 21%)
- In general, users' social interaction is still very low.

- Users **will easily get bored** when using the website
- Should have a method to **encourage users to download the app and interact more socially.**

02. Analysis

• Users



- Up to 90.3% of users have **drop off** after many years of buying and selling in this online store.
- Only 4.04% of users in this dataset is **still active**.

- Find things in common with those who drop off use to find out the reason.
 - Find common characteristics of active people.
- => Put in place policies to **promote the return of drop off users** and at the same time **increase the service level** of those who can be considered **loyal users** of the store.



98,913 Users

21,639 Prospective Users (21,9%)

20,650

Buyers:

- ("Product Liked", "Product Wished", "Product Bought" any field other > 0)

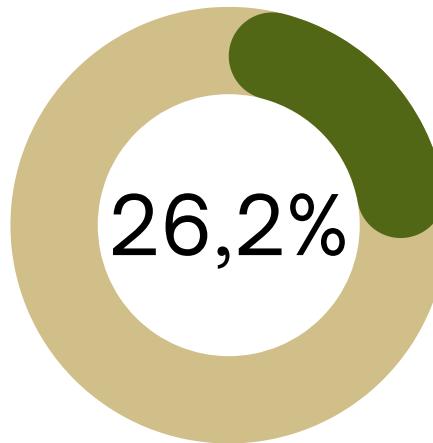
2,719

Sellers

- ("Unsold Product", "Sold Products" any field other > 0)

03. BUYERS

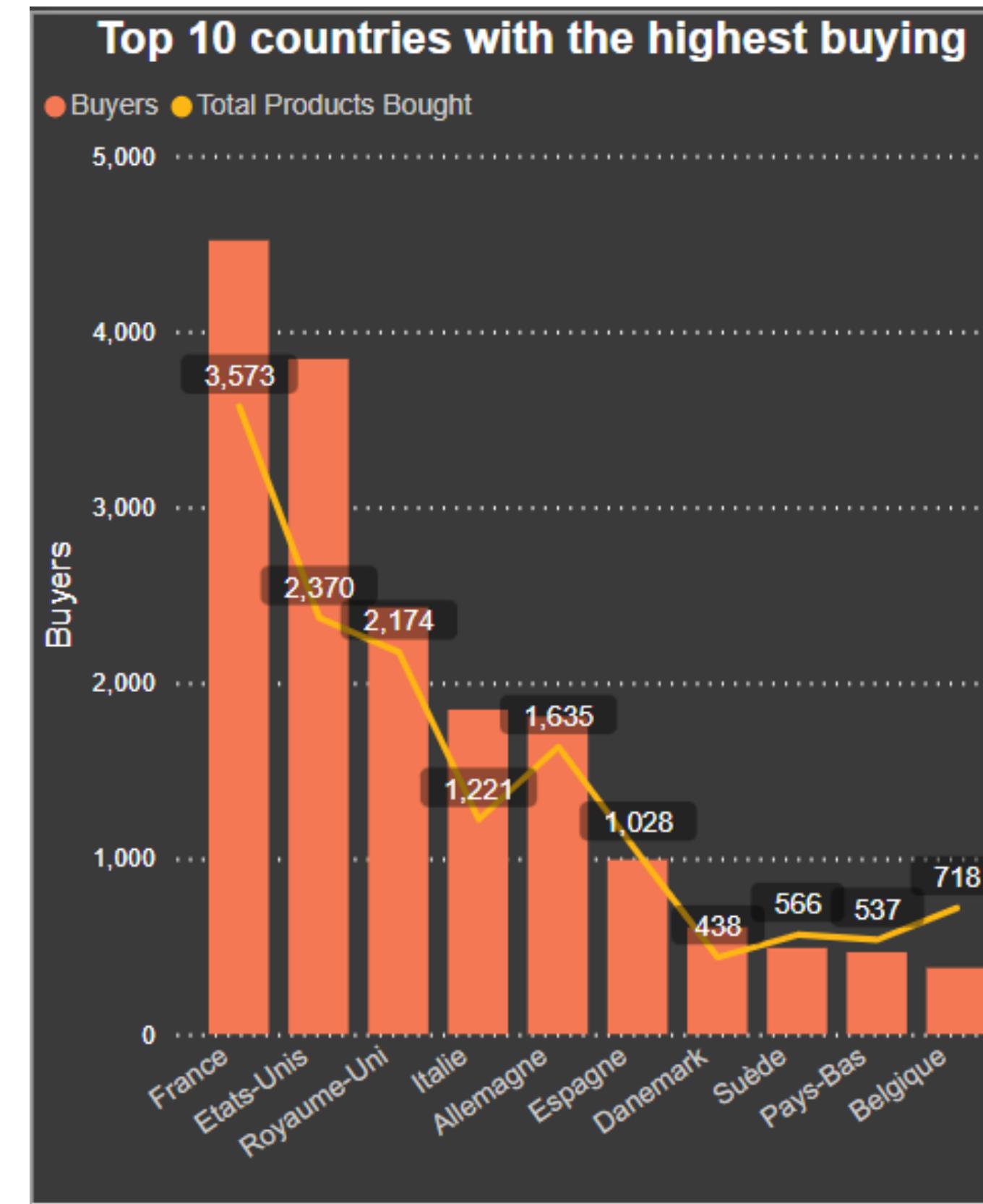
20,650



5,419
Potential Buyers



405
Top Buyers

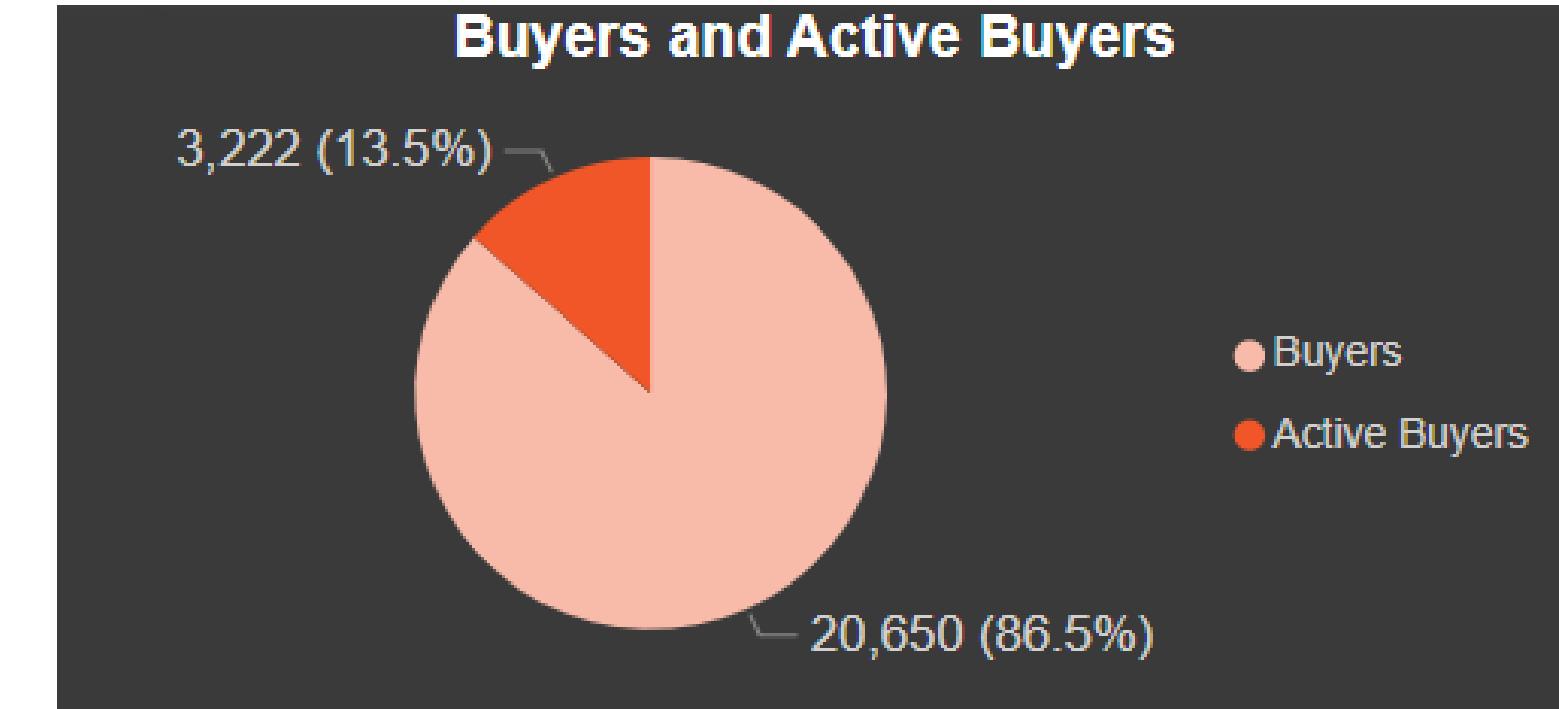


- France has the **highest buying volume**.
- Therefore, **sales and marketing policies** in these countries are **effective**.
- Besides, we can also **zone out** countries with low or no purchase volume to change promotion, sales policies.

03. BUYERS

20,650

20,650	Buyers
4	Average Product Like
2	Average Product Wished
0.172	Average Product Bought
4.45	Buyers Followers
10.00	Buyers Follows
3,222	Active Buyers
69	Active APL
23	Active APW
2.4	Active APB
7.32	Active Buyers Followers
15.68	Active Buyers Follows

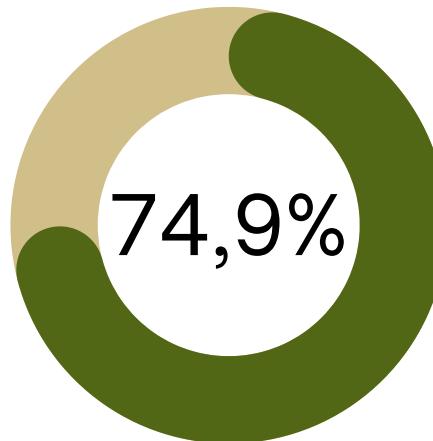


- Active buyers have **more positive social media engagement**, having an average of 7.32 followers and 15.68 follows. Both are about 1.5x the average buyer.

- It is necessary to have a policy to **increase social interaction**.

04. SELLERS

2,719

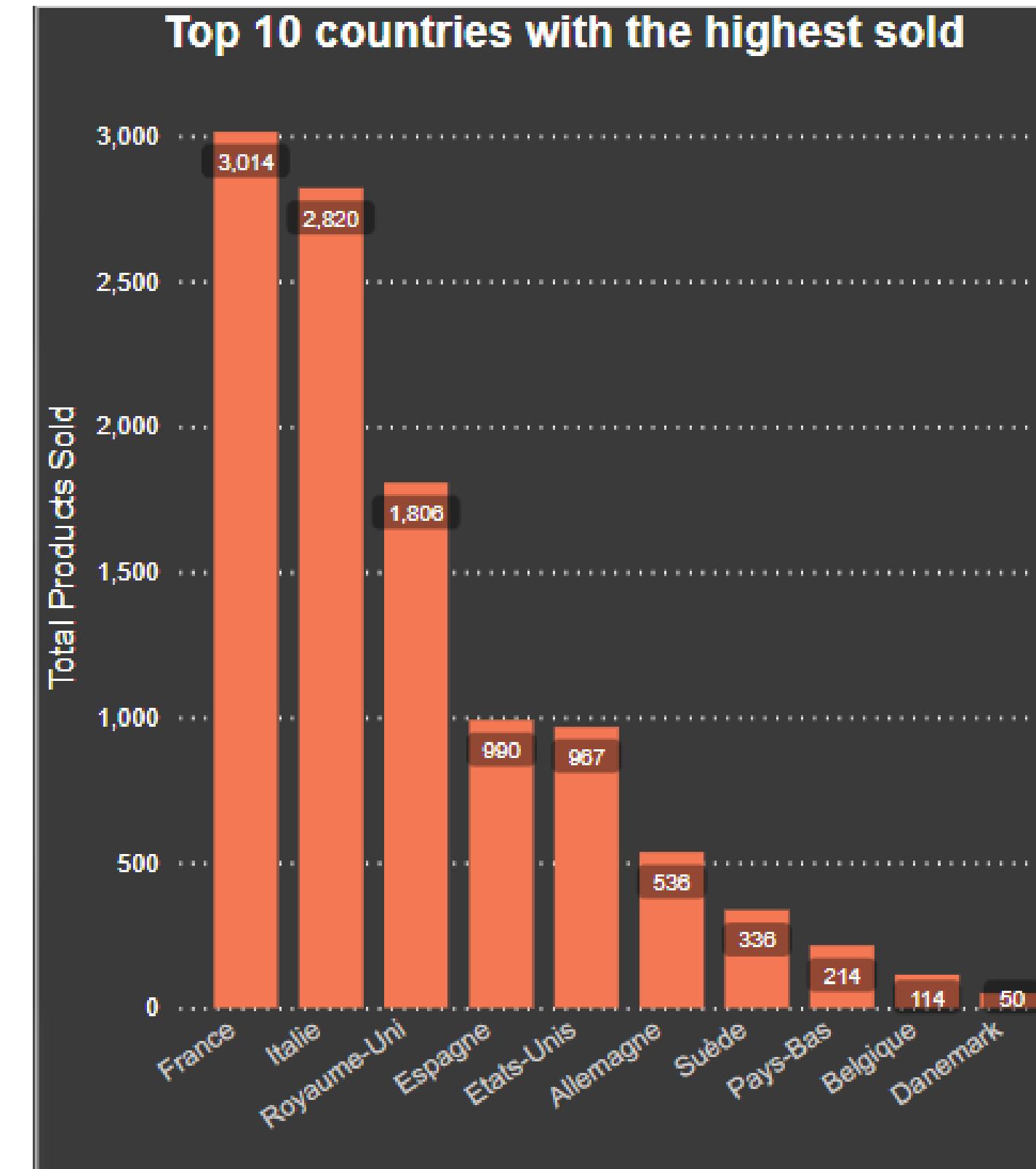


2,036
Successful Sellers



174

Top Seller



- France has the **highest sold volume**.
- Therefore, **sales and marketing policies** in these countries are **effective**.
- Besides, we can also **zone out countries with low or no sale volume** to change sales policies.

04. SELLERS

2,719

2,719

Sellers

0.81

Average Product Pass

0.57

Average sell rate

10.19

Sellers Followers

20.70

Sellers Follows

1,062

Active Sellers

45.62

Active APP

0.54

Active ASR

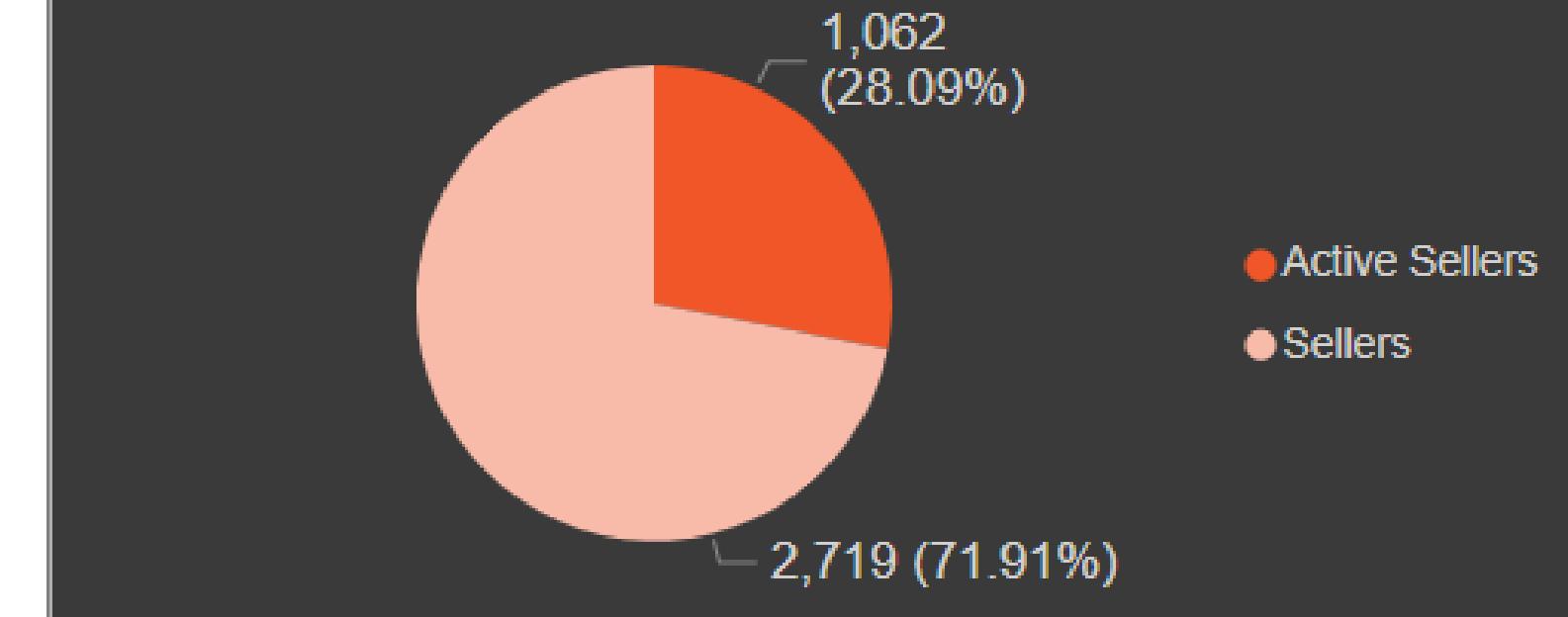
14.04

Active Sellers Followers

29.27

Active Sellers Follows

Active Sellers and Sellers



- The average **active seller product pass rate** is **56 times higher than** that of the general seller.
- Sellers with higher product adoption rates will tend to sell more products.

- It is necessary to have a policy to help sellers **increase product pass rate**, which will **encourage sellers not to drop off**.

SUGESTION

Social network interaction function

Will create an **extra incentive to help users grow.**

- Add some **entertainment features** such as games
- **Coupon and promotion** when download app.
- The ability to **share with relatives and friends.**
- In addition, sellers can create blog entries to share special holiday outfits like Valentine's,...

Instructions for sellers to write product descriptions to improve product pass rates

If it is **difficult to sell**, the seller will easily **lose money** and drop off.

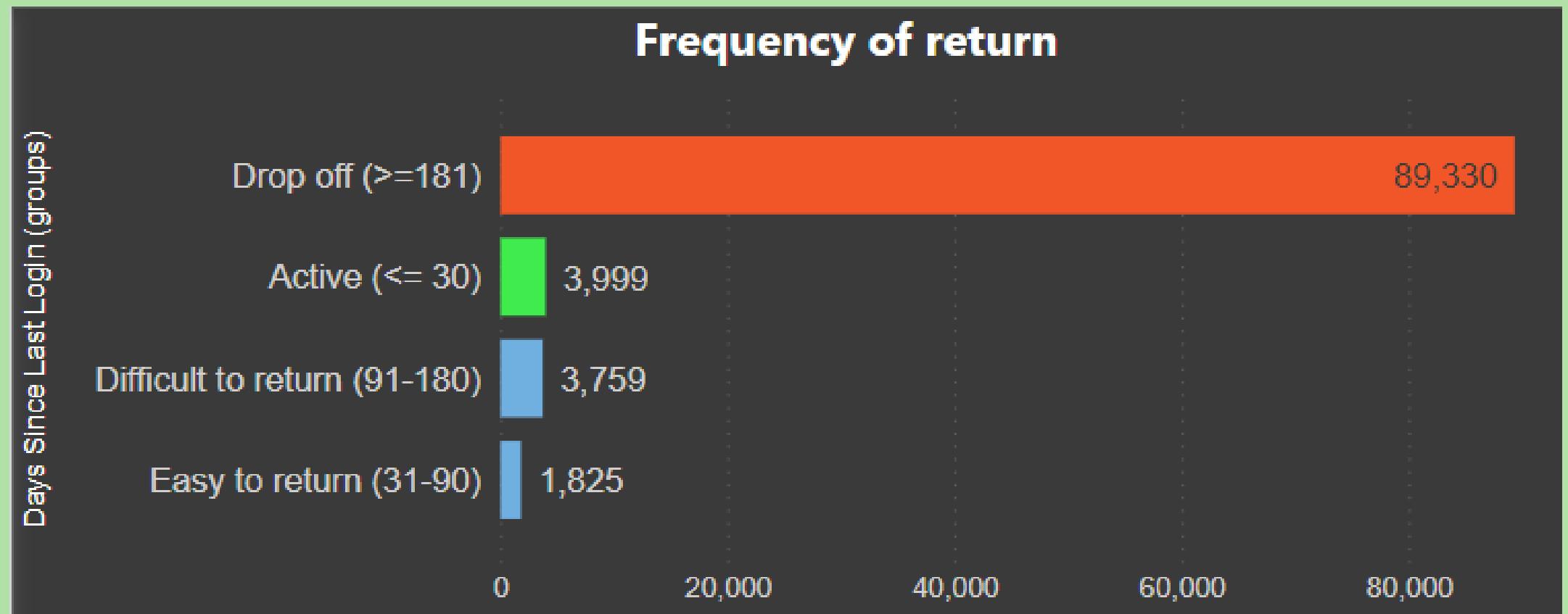
=> **Provide official video tutorials**, manuals or **samples** to guide new sellers in writing more standard product descriptions.

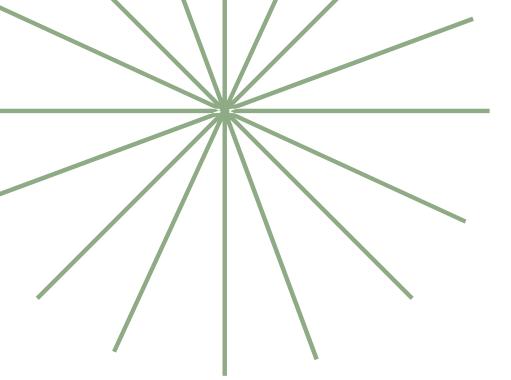
Loyal Users

Special incentives for loyal users: **delivery promotions, coupons, and increased visibility** for each user.

Analytical Orientation

- Collect more data about 98k users drop off.
- Analyze why they drop off so much.
- Suggest methods to **improve the service** of website, reduce the number of users leaving.





Thank you
For your
listening!

