This document outlines the analysis on Amazon.Listings dataset for Sprint 3.

Feedback from last meeting with Payability:

- 1. Group listings by mp_sup_key and asin value as one listing appears several times due to the partition_date.
- 2. Create a time series data visualization to show the change in Inventory data based on the quantity and price.
- 3. Resolve guery issues from Sprint 2.
- 4. Focus on building a dashboard to show listing behavior for a particular seller (micro view) and how they compare to the rest of the sellers.

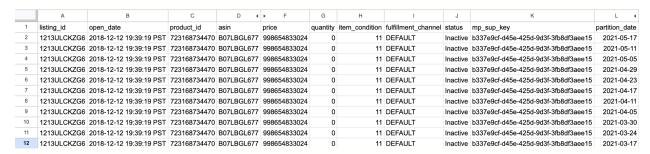
Calculating Inventory value for sellers:

Data Duplication issue:

Because 998654833023.95 was an unusually high price point for one listing, I wanted to look into it and analyze the difference between the rows returned by the sql query. The result was 92 rows of data where all the columns had the same value except the partition date. This confirms my hypothesis that the same data gets sent through the api for every partition.

```
SELECT *
FROM `bigqueryexport-183608.amazon.listings`
where price = '998654833023.95'
order by partition_date desc;
```

This is a sample of the results from the google sheets. Data is ordered in descending order by the partition date.



When querying for a unique listing id, the result is only one id.

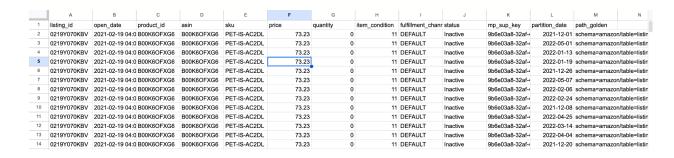
```
FROM (SELECT * FROM `bigqueryexport-183608.amazon.listings`
where price = '998654833023.95');

Row listing_id
1 1213ULCKZG6
```

This means that omitting the partition key could return unique listings only.

Another way to verify: for example for listing_id '0219Y070KBV', there are 29 rows of results. This is again because of the value on the partition date column.

```
SELECT *
FROM `bigqueryexport-183608.amazon.listings`
WHERE listing_id = '0219Y070KBV';
```



The results of this query confirms my hypothesis.

```
select distinct listing_id, count(*)
FROM `bigqueryexport-183608.amazon.listings`
WHERE listing_id in ('0219Y070KBV','1213ULCKZG6')
group by listing_id;
```

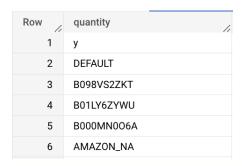


Quantity issue:

This is a string nullable field in the dataset. To calculate the inventory value (i.e. quantity x price), this has to be converted to a float.

When looking at the values in this field, I find two issues:

1. String fields that are not numbers: In my assumption, #3 - 5 are either product_id or asin values. #2 and #6 are from the fulfillment_channel field. These values are irrelevant to the context of quantity.



```
SELECT DISTINCT quantity
FROM `bigqueryexport-183608.amazon.listings`
order by quantity desc;
```

2. Very large numbers: Some numbers in the quantity field seem unreasonably large. My assumption is that these are dummy numbers and not related to an active listing on Amazon marketplace.

```
SELECT DISTINCT IFNULL(SAFE_CAST(quantity AS FLOAT64), 0.0) AS quantity FROM `bigqueryexport-183608.amazon.listings` order by quantity desc;
```

Row	quantity
1	99999999.0
2	99999998.0
3	99999997.0
4	99999996.0
5	9999995.0
6	99999994.0
7	99999993.0
8	99999992.0
9	99999991.0
10	99999990.0

Price issue:

Similar to quantity, when we look at the values in descending order, we can see some very big numbers. It does not seem plausible for the price of a product listing to be these numbers.

```
SELECT DISTINCT IFNULL(SAFE_CAST(price AS FLOAT64), 0.0) AS price FROM `bigqueryexport-183608.amazon.listings` order by price desc;
```

Row	price
1	998654833023.95
2	993006077861.17
3	985534798472.23
4	980145828517.89
5	978030493062.28
6	976864383552.8
7	975584893024.53
8	971902488415.48
9	965624636340.95
10	964002493287.31

Similarly, ordering by ascending order also shows some weird values for the price column. These values are very small to be the price of a listing.

Row	price	//
1		0.0
2		0.01
3		0.02
4		0.03
5		0.04
6		0.05
7		0.06
8		0.07
9		0.08
10		0.09

To calculate the price of a listing we have to take an average over the price of all the listings under the same listing_id. Doing so without removing these values will give false results.

Before converting to float, we can notice that the price field also has bad values. For example:

Row //	price
18	KMBS[137].11
19	KMBS[134]
20	KMBS[117].33
21	Jump-rope-black2
22	IK-UPZH-C553
23	F3-QDZZ-IGT7
24	EF-WU10-0YZD
25	DTS[166].33
26	DTS[159].26
27	DT-4CMW-EK95
28	AM-G0Z2-4YTM
29	AJ-053Q-QW4W

Calculating total no. of Listings based on fulfillment_channels:

I am limiting my query to only include three types of fulfillment channels as based on the analysis in Sprint 2, these were the top 3 values that were present in more than 90% of the data.

```
SELECT
listing_id,
mp_sup_key,
asin,
COUNT(*) as total_listings,
COUNT(IF(fulfillment_channel='DEFAULT', 1, NULL)) as default_shipping,
COUNT(IF(fulfillment_channel='AMAZON_NA', 1, NULL)) as amazon_na,
COUNT(IF(fulfillment_channel='FREE SHIPPING', 1, NULL)) as free_shipping,
FROM
    'bigqueryexport-183608.amazon.listings'
WHERE

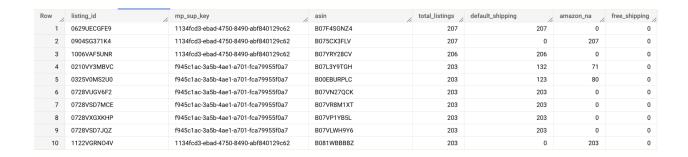
mp_sup_key IS NOT NULL
AND asin IS NOT NULL
AND listing_id IS NOT NULL
AND listing_id <> ''
```

```
GROUP BY
listing_id,
mp_sup_key,
asin
ORDER BY total_listings desc;
```

The distribution of fulfillment channels among all the records under a listing_id is captured in this <u>dashboard</u>. This dashboard is built using 2021 data only. We can see that out of all the listings that were opened in 2021, only 7.5% of fulfillment was done through Amazon; remaining were fulfilled through DEFAULT channel. Two issues with this conclusion:

- This is contrary to what SMEs in Payability believe to be true. Based on their knowledge, a higher number of customers use Amazon fulfillment services to sell items on their marketplace.
- 2. What does the DEFAULT channel mean?

Also, the result of this query challenges my original assumption about a listing_id. While we see that for one listing_id, there are more than one record available, we also can see from this table that the fulfillment_channel value for some of these records vary. For example line no. 5, we can see that for the same listing of a product by one seller, out of 203 records, 123 were fulfilled using default_shipping method and remaining 80 were fulfilled using amazon_na.



Based on these results, we can take this further and calculate the proportions. For example for this seller,

mp_sup_key	ASIN	Total Listings	% Active Listings	% Inactive Listings
ceaf28cb-ed08-450f-a87b-596b668d6998	8415579063	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	618789677	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	760735360	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	898708176	137	56.93	43.07
ceaf28cb-ed08-450f-a87b-596b668d6998	131704397	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	B071FJG8RV	137	51.82	48.18
ceaf28cb-ed08-450f-a87b-596b668d6998	931866480	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	140143505	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	1250621569	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	910034737	137	0	100
ceaf28cb-ed08-450f-a87b-596b668d6998	451471814	137	65.69	34.31
ceaf28cb-ed08-450f-a87b-596b668d6998	792279042	137	0	100

This calculation is based on this sql query.

```
SELECT
 mp_sup_key,
 asin,
 COUNT(*) as total_listings.
 ROUND(COUNT(IF(status='Active', 1, NULL))/COUNT(*) * 100, 2) as active_listings,
 ROUND(COUNT(IF(status='Inactive', 1, NULL))/COUNT(*) * 100, 2) as inactive_listings
 `bigqueryexport-183608.amazon.listings`
WHERE
 --mp_sup_key = 'ce60c2fb-3e7b-49da-8a45-9ce41f439618'
 asin IS NOT NULL
 AND LEFT(open_date, 7) = '2021-01'
GROUP BY
 listing_id,
 mp_sup_key,
 asin
ORDER BY
total_listings desc
```

The reason I limited my query to 2021 data was to manage data load on google sheets.

This analysis answers two questions:

- 1. How many listings does a seller have on Amazon marketplace?
- 2. What are the proportions of their active versus inactive listings?

Calculate Inventory value of a seller:

Naive approach: One issue with this approach is that there could be duplicate values for a particular listing_id. But if I group by listing_id, then the analysis is too granular and not very relevant to understand inventory behavior of a seller.

This also includes all the improbable values for price and quantity.

```
SELECT
 mp_sup_key,
 asin,
 COUNT(*) as total_listings,
 AVG(IFNULL(SAFE_CAST(quantity AS FLOAT64), 0.0)) as avg_quantity,
 AVG(IFNULL(SAFE_CAST(price AS FLOAT64), 0.0)) as avg_price,
 AVG(IFNULL(SAFE_CAST(quantity AS FLOAT64), 0.0)) * AVG(IFNULL(SAFE_CAST(price AS
FLOAT64), 0.0)) as total_inventory
FROM
 `biggueryexport-183608.amazon.listings`
WHERE
 mp_sup_key IS NOT NULL
 AND fulfillment_channel NOT IN ('0','') AND fulfillment_channel IS NOT NULL
 AND status NOT IN ('0','') AND status IS NOT NULL
 AND price <> ''
 AND quantity <> ''
 AND (LEFT(open_date,4)) = '2022'
GROUP BY
 mp_sup_key,
 asin
ORDER BY
 total_listings DESC
 LIMIT 15;
                                                                                           avg_price total_inventory
      mp_sup_key
                                          asin
                                                                total_listings avg_quantity
    1 41929434-5058-46db-a417-3d5e1e15c851
                                                                     17178
                                                                              898.36465246245177 64.47167656304...
                                                                                                               57919.075309232212
                                          B09NVKZ1C9
    2 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                          B00YB25ERC
                                                                              3296.7479527938358 16.62845134874...
    3 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                          B001CTN3C0
                                                                      7135
                                                                              10480.803644008411 11.58728381219...
                                                                                                               121444.04640299642
    4 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                           B000BTBUBS
                                                                      5105
                                                                              15481.151224289913 15.16029382957...
                                                                                                                234698.80138037933
    5 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                          B002H3SEDI
                                                                      4989
                                                                              786.44317498496707
                                                                                             20.00561635598...
                                                                                                                15733.280444530585
                                                                                             16.17473133427...
        b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                           B008LTMBVI
                                                                      4969
                                                                               338.0879452606157
                                                                                                                5468.4816819466832
        b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                           B00FY10RMQ
                                                                      4921
                                                                               346.9262345051817
                                                                                             13.60749441170...
                                                                                                                4720.7967973030964
    8 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                           B0065NGKJQ
                                                                      4151
                                                                              7776.9804866297254
                                                                                             11.61008672609...
                                                                                                                90291.417916881474
    9 b80e94c4-c376-413a-88b4-e2a1ddd980d9
                                          B0031TPX30
                                                                      4007
                                                                               217.981781881707 15.16575742450...
                                                                                                               3305.8588269797879
```

Taking this a step further, we can add the open_date as the listing_date and create a time series data visualization. This is a preview of the data for one seller.

341.26235424764019 15.65340644086...

5341.9183340051677

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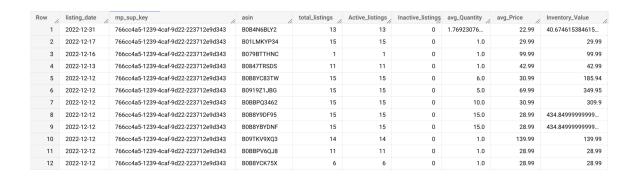
10 b80e94c4-c376-413a-88b4-e2a1ddd980d9

Row /	listing_date //	mp_sup_key	asin //	total_listings	Active_listings	Inactive_listings	avg_Quantity	avg_Price	Inventory_Value
1	2022-12-31	766cc4a5-1239-4caf-9d22-223712e9d343	B0B4N6BLY2	13	13	0	1.769230769230	22.99	40.67461538461
2	2022-12-27	766cc4a5-1239-4caf-9d22-223712e9d343	B096Y8JRY9	13	0	13	0.0	72.99	0.0
3	2022-12-17	766cc4a5-1239-4caf-9d22-223712e9d343	B01LMKYP34	15	15	0	1.0	29.99	29.99
4	2022-12-17	766cc4a5-1239-4caf-9d22-223712e9d343	B0BQFFJMZV	2	0	2	0.0	28.99	0.0
5	2022-12-17	766cc4a5-1239-4caf-9d22-223712e9d343	B0BQFK3SBL	1	0	1	0.0	28.99	0.0
6	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B079BTTHNC	15	1	14	0.06666666666	99.99	6.666000000000
7	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B0BJ7NC1SX	2	0	2	0.0	28.99	0.0
8	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B0BJ7JH4BW	2	0	2	0.0	28.99	0.0
9	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B0BJ7JVX4J	1	0	1	0.0	28.99	0.0
10	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B0BJ7M4WZB	1	0	1	0.0	28.99	0.0
11	2022-12-16	766cc4a5-1239-4caf-9d22-223712e9d343	B0BJ7KDLH4	1	0	1	0.0	30.99	0.0

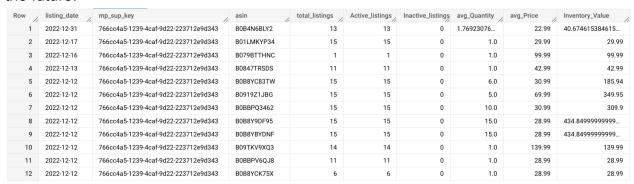
SELECT

```
CAST(LEFT(open_date, 10) AS DATE) AS listing_date,
mp_sup_key,
asin,
 COUNT(*) as total_listings,
COUNT(IF(status='Active', 1, NULL)) as Active_listings,
 COUNT(IF(status='Inactive', 1, NULL)) as Inactive_listings,
AVG(IFNULL(SAFE_CAST(quantity AS INT64), 0.0)) as avg_Quantity,
AVG(IFNULL(SAFE_CAST(price AS FLOAT64), 0.0)) as avg_Price,
AVG(IFNULL(SAFE_CAST(price AS FLOAT64), 0.0)) *
AVG(IFNULL(SAFE_CAST(quantity AS INT64), 0.0)) AS Inventory_Value,
FROM `bigqueryexport-183608.amazon.listings`
WHERE
mp_sup_key IS NOT NULL
AND fulfillment_channel NOT IN ('0','') AND fulfillment_channel IS NOT NULL
AND status NOT IN ('0','') AND status IS NOT NULL
AND quantity <> ''
AND price <> ''
AND asin IS NOT NULL
AND LEFT(open_date, 4) = '2022'
GROUP BY listing_id, mp_sup_key, asin, open_date
ORDER BY listing_date DESC, Active_listings DESC, total_listings DESC;
```

Based on the results of the above query, my assumption is that only listings with active status have a quantity associated with them.



Filtering all records where price and quantity are not 0, we can see that the total_listings value match active_listings value. So, the analysis can focus only on active_listings in the future.



One final issue with this code is the existence of duplicate values. Next step is to find a way to remove them and also validate that there are no duplicates in the results.

Here is a <u>link</u> to the dashboard that visualizes this information.