BOOST4youth

online Business and e-cOmmerce cOaching for increasing entrepreneurShip among youTh

IO1/A5 - PROMOTION

Lead Organisation:

Business school PAR

REVISION HISTORY

Version	Date	Author	Description	Action	Pages
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REFERENCED DOCUMENTS

ID	Reference	Title
1	2018-1-UK01-KA205-047672	BOOST4Youth Proposal

APPLICABLE DOCUMENTS

ID	Reference	Title

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1.6 PROMOTION

1.6.1 UTILIZING MARKET AND DATA ANALYTICS

ABSTRACT

Every process has to begin with utilizing market and with data analytics. It helps with promotion. Data analytics is an important investment for growing business. Business through data analytics can achieve lot of advantages like reduce the cost of operation, drive customer retention, target advertising, target clients. Also, utilizing market involves observing the online activities, ensuring dynamics changes in customer trends.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Analytics is the registering of all relevant visitor activity in one's web shop. One then compares the measured activities against the aim that one has set for one's web shop – most probably selling products or services. This is one's target action. Next, one can calculate one's conversion ratio: the percentage of visitors who actually perform the target action. The conversion ration needs to be over 2%. Most likely one's visitors will not engage in the target action directly at one's homepage or landing page. They will take steps to get there: use the navigation, visit a product page, add a product to their cart, start the check-out process, finish the check-out process. These steps taken together are the so-called conversion funnel. The percentage of visitors who start each step is known as the prospect ratio. The percentage of visitors abandoning the steps is the abandonment ratio. The Ometria blog provides benchmark data for each of the steps in the conversion funnel. If a 100% of visitors enter the homepage, 70% needs to move on the navigation, 40% needs to have a look at a product or service, 7% should add a product to their shopping cart, 3.5% should start the check-out process and 2.5% should finish the check-out process.

ACTION TYPE

Simple actions that have no prerequisites, but require an investment.

CONNECTED ACTIONS

n/a

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time: few hours per week

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive: Analytics show what parts of one's web shop do not perform well and which do.

Negative: Analytics do not indicate why parts of one's web shop do or do not perform well.

ESTIMATED EXPLOITATION

Higher conversion rates

ICT COMPETENCE
High

ENGLISH LANGUAGE SKILLS
Advanced

WEBSHOP LEVEL
Well-developed

REFERENCES
Ometria blog on how to use a conversion funnel: **http://blog.ometria.com/ecommerce-essentials-how-to-use-a-conversion-funnel** CRM analytics: **http://searchcrm.techtarget.com/definition/CRM-analytics** Google Analytics: **http://www.google.com/analytics**

ADDITIONAL RESOURCES
Mint: **http://haveamint.com/** Reinvigorate: **https://www.reinvigorate.net/** Foxmetrics: **http://foxmetrics.com/**

CROSSBORDER REMARKS
n/a

1.6.2 SOCIAL MEDIA MONITORING AND ENGAGEMENT

ABSTRACT
By using social media it is imortant to mesuare social activities to keep track of all the news, how much the service/product is actually backed up, whether it is successful or not to respond and promote better and more successful. Also, benefit of social media monitoring is ability to organize compaigns so the promotion could be victorious. Social media monitoring helping to locate where your target customer are, handle with negative feedback, get to knw customers better, improve marketing strategy and turn customers into services/product.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Facebook is an example of social media, as are: Twitter, Google+, LinkedIn, Instagram, Reddit and Tumblr. On social media it is not about promoting one's products for free or about short-term goals like attracting new customers. It is about engaging one's (future) customers and building one's brand name – and that requires quite a bit of work.

One's presence on social media will not attract reactions at once. One needs to seduce one's prospects and customers into a conversation. Customers will "like" or "follow" under the precondition that they will receive special offers and get relevant information first. One needs to provide fresh content at least on a daily basis. This content needs to do something for the reader – save money, educate, solve a problem or, at least, entertain. One should be authentic and publish new, unusual, different content that always should be positive. One should try to be humorous but at the same time be careful never to offend or exclude anyone. Mistakes are easy to make on social media. If one makes a mistake, the understandable first impulse is to delete the mistake, but this impulse should be suppressed. One should try and find a golden middle between taking the mistake seriously and treating it lightly. What one should always do is immediately acknowledge the mistake and apologize.

One should understand that social media is the primary place where people interact with one's products and brands. If one would be absent one would not know what is being said and not be able to react to it.

For customers' social media is like a one-stop customer service. It is the place where one's customers will want to interact and to upgrade their bond with the brands and products of their choice. They expect to receive customer care on social media. They will come with their questions, complaints and remarks and will expect a serious and swift reply. Since customers have a low attention span they expect instant gratification and fast interactions.

Steps to undertake in order to be successful on social media:
1. Have a social media strategy. Be explicit about what one aims for and how much resources should be spent on achieving these aims. Evaluate permanently since social media can absorb an irresponsible amount of one's time.
2. Create a Facebook page. The Facebook page should be one's main platform to publish discounts and news and to interact with users by means of commenting. Whereas generating "likes" on Facebook used to be Facebook's most important instrument to engage with one's (future) customers, currently one should rather opt for a real engagement, that is personalized offers and interactions. Facebook "likes" are still relevant though because they prove one's relevancy for prospects. Likes reveal whether the prospect's peers "like" one's web shop (in large amounts).
3. Monitor opinions on Twitter. Twitter is the place where people will most often vent their negative, and sometimes positive, emotions about products and brands. This is the most important social media to observe for customer comments – especially those that are not directed to anyone in particular. Create a Twitter account and be the recipient for these comments and direct the customer's attention to one's self – if possible in direct messages rather than in public. Make sure to publish any positive outcome of those interactions but without bragging. For Twitter monitoring one could use tools like: Hootsuite, Tweetdeck, Twazzup, Attensity.
4. Publish content on Twitter and Facebook.The content should be of high quality since user interaction with the content decides on how Facebook ranks the content. Tise ranking is decisive for Facebook to establish how many users should see your content. Not all content is shown to all users, not even to all friends or people who liked.

ACTION TYPE

1. Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

n/a

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time depends on whether you already have social media strategy and channel. If for both the answer is no, then estimated time for start is 2 months.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive: Not being present on social media and not engaging with one's (future) customers renders one irrelevant for many users and vulnerable to attacks by third parties. When on social media one can extinguish starting fires of discontent and reward those who are positive about one's shop or brand.

Negative: Mistakes on social media can kill trust in shop or brand when not handled responsibly. Social media activity needs to be evaluated permanently for its effects since it can consume large amounts of one's time.

ESTIMATED EXPLOITATION

Customer service; damage control, increased customer loyalty

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Advanced

WEBSHOP LEVEL

Well-developed

REFERENCES

Twitter: **https://twitter.com/**
Facebook: **https://www.facebook.com/**
The First Step to Success in Social Marketing:
http://memarketingservices.com/2014/07/24/first-step-success-social-marketing/

The Top 10 Benefits Of Social Media Marketing:
http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/
4 tips for social media optimization on Facebook from Robert Scoble:
http://digiphile.wordpress.com/2014/08/18/social-media-optimization-smo-facebook-scoble/
Get more from 140 characters with Twitter Cards: https://dev.twitter.com/cards

ADDITIONAL RESOURCES

7 social media psychology studies that will make your marketing smarter: http://thenextweb.com/socialmedia/2014/08/20/7-social-media-psychology-studies-will-make-marketing-smarter/
Travel social media best practices: http://www.travelweekly.com/Travel-News/Online-Travel/Focus-on-Social-Media-The-experts-share-best-practices/
Visual Social Marketing 101: http://mashable.com/2014/07/17/visual-social-marketing-101/
Why Social Media Is So Important for Your Business in 2014: http://ymarketingmatters.com/why-social-media-is-so-important-for-your-business-in-2014/
Why Facebook and Twitter Are Embracing Ecommerce: http://mashable.com/2014/07/20/facebook-twitter-commerce/ Facebook's buy button – buying on Facebook:
http://www.engadget.com/2014/07/18/facebook-testing-buy-button/

CROSSBORDER REMARKS

n/a

1.6.3 CUSTOMER PROFILING

ABSTRACT

Customer profiling helps to make design decisions concerning with services/product. Also, customer profiling is very important because there are different approach, so promotion is more successful. Customer analysis improving marketing in the way to understand customers, highlighting who they are, their interests and wants and understanding their needs so promotion can be more effectively.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Profiling is about dividing customers into segments in order to target them more precisely. In order to do that one needs to extract as many data as one can: demographics plus geographic data, psychographic characteristics, what visitors are saying, what they are buying, what they are doing and what they are liking as well as their contextual data: where is the visitor physically and online.

One can acquire these data from data brokers or acquire them one's self – something that is far from advisable. Data brokers acquire visitor data by means of scraping (searching open data published online and storing them), cookies (little files that are stored on the hard disks of user computers to track their online behaviour), fingerprinting (recognizing unique browser profiles) and other techniques.

The resulting user data are then categorized and compared to large sets of anonymized user data gathered – so-called Big Data. Web shop owners can have their visitor data also compared to Big Data and receive

forecasts of visitor behaviour. These forecasts are no predictions; they are probability models. These can be used for the personalization of product or service recommendations and for the personalization of web shop elements and communication content. Examples of profiling service providers are Adobe Analytics, AT Internet, comScore Digital Analytix Enterprise and Google Analytics Premium.

ACTION TYPE

1. Actions that have prerequisites and require an investment.

CONNECTED ACTIONS

Paid market research with clear set of targets.
Profiling after market research which should be done in accordance to one's plans for the future sales plan.

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Profiling should be outsourced: approximately 6 months

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive: Optimization of web shop and communication for individual customers.

Negative: Customers might feel that their privacy is invaded will stop trusting and leave. Especially in the aftermath of the Edward Snowden revelations trust and privacy have become key factors for customers.

ESTIMATED EXPLOITATION

Improve relevance, user loyalty, conversion rate

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Well-developed

REFERENCES

Consumer   profiles:
http://marketresearch.about.com/od/market.research.glossary/g/Consumer-Profile.htm
Harvard Bussiness Review on consumer profiles: **http://blogs.hbr.org/2013/03/the-customer-profile-your-bran/**
Data profiling: http://insideanalysis.com/2014/02/data-profiling-four-steps-to-knowing-your-big-data/; Fingerprinting: **http://identifeye.wordpress.com/2014/07/22/tracking-canvas-fingerprinting/**

ADDITIONAL RESOURCES

News on profiling: **http://identifeye.wordpress.com/category/profiling/**
Forbes on Big Data: **http://www.forbes.com/sites/lisaarthur/2013/08/15/what-is-big-data/**
Adobe Analytics: **http://www.adobe.com/solutions/digital-analytics.htm**
AT Internet: **http://www.atinternet.com/en/**
comScore Digital Analytix Enterprise:
http://www.comscore.com/Products/Enterprise_Analytics/Digital_Analytix_Enterprise
Google Analytics Premium: **http://www.google.nl/analytics/premium/**

CROSSBORDER REMARKS

n/a

1.6.4 PAID ADS PLACEMENT

ABSTRACT

Advertising campaigns are designed to help achieve goals. Many benefits of advertising including: creating an excellent first impression, guiding customers through the sales stream, converting interested people to clients. Just as with other internet marketing tools, there are many ways for a high-quality promotion that is important to hand in hand to a person who will take care of your campaigns on a daily basis. Before create any adverts, it's important to first think about why advertise and what is aim to achieve. By setting a few goals ahead of going live with ads it is also important to have something to measure your success.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Google created in 2012 the Product Listing Ads (PLAs) as an addition to AdWords. These PLAs are becoming increasingly popular. They are an effective instrument to promote individual products or product groups – on a par or even surpassing Google AdWords as second most effective instrument for e-commerce marketing after SEO. The PLAs are displayed by Google on the general search results pages, in its Shopping section and on affiliate sites. PLAs consist of a clickable product name, a price, the advertiser's name, a short product intro and optionally review scores.
Steps to be taken in order set this system:
1. **Preparation**. The basis for the PLAs is one's selection of products that one wants to promote by means of PLAs. These products should be part of one's inventory and should be uploaded to Google's Merchant Center. All uploaded products need to be referred to with a MPN (Manufacturer Part Number). Then, one needs to organize one's products in the Merchant Center under labels that are predefined by Google. From these product groups one selects the products to promote. One is allowed to add one's own labels, but within strict restrictions.

2. **Create the campaign**. One needs to first set a maximum amount of money to invest in one's PLA campaign. Then one should create a PLA campaign at one's Google Adwords account in a similar fashion as one would create a Google AdWords campaign. But for PLAs one goes to 'Campaigns" (+Campaign) and selects 'Shopping'. Next one needs to establish the amount of money one is willing to pay per click by a prospect on each of one's individual PLAs – the Costs-Per-Click or CPC. Google provides benchmarks based on earlier campaigns by one's competitors. One's bid then is weighed by Google in an auction. Besides one's bid other factors are relevant in the auction too, such as the quality of one's shop, one's budget, one's location and the reputation that one has acquired in Google. Auctions are organized every time a Google user enters a search query that is relevant for one's product. This might occur in Google or in Google Shopping. At that moment Google decides which ads will be shown at the ad locations that Google has reserved for PLAs. When a prospect clicks one's link one pays the CPC – sometimes a bit less and sometimes a bit more, depending on the actions of one's competitors. Creating a landing page or an ad text – obligatory for Google's AdWords – is not needed. The PLA is automatically generated and links to an existing product page in one's web shop.

ACTION TYPE

Simple actions that have no prerequisites, but require an investment.

CONNECTED ACTIONS

n/a

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Costs involved: establish budget in advance
Time required: a day

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive: Customers know exactly what to expect.

Negative: PLAs display detailed information outside of one's shop, in Google's own environment. As an effect potential visitors might never reach one's web shop but will only linger at Google.

ESTIMATED EXPLOITATION

Attracting new, valuable customers; higher conversion

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Advanced
WEBSHOP LEVEL
Well-developed
REFERENCES
Google on PLAs (PDF): http://services.google.com/fh/files/misc/product_listing_ads_intro.pdf Search engine watch on PLAs: http://searchenginewatch.com/article/2320990/4-Ways-to-Expand-PLA-Success-in-2014 Whitepaper on Google shopping ads: http://www.marinsoftware.com/downloads/2013-google-shopping-ads-report.pdf
ADDITIONAL RESOURCES
PLA auction summary: http://www.celebird.com/resources/pla/pla-auction-summary.html eMarketer on PLAs: http://www.emarketer.com/Article/Google-Tries-Make-PLA-Advertisers-Lives-Easier-with-Move-Google-Shopping/1011069
CROSSBORDER REMARKS
n/a

1.6.5 SEO AND PROMOTIONAL TECHNIQUES (DISCOUNTS/ COUPONS/ FREE SHIPPING, ETC.)

ABSTRACT

Search engine optimization is a continuous process in which specific techniques improve position in search engines. One of the first steps in any successful SEO campaign is to discover current position in market compared to major competitors. Promo codes are a valuable marketing tool for any size e-commerce store. They help to create in run about product, encourage people to buy r use services/product. Target promotion - related keywords (e.g. coupons, discounts, promo code, sale) to attract a new type of search traffic. Also some of the different kinds of promo codes which helps in promoting and attracting customers are free shipping, x percent off, discount, free gift, expiring promotion.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

By means of Search Engine Optimization (SEO) one improves the ranking of one's shop in the search results as displayed by search engines. Because Google has a market share of 90% in the European Union search market SEO is about improving the ranking of one's shop in Google's search results. Google uses

several algorithms to provide search results. Web shop owners need to perform three actions with regard to SEO:

1. Offer relational information. One needs to present the data in one's web shop as a structured whole, not as a collection of loose elements. This is achieved by using semantic markup that makes sure that the web shop information is relationally understood by Google. The semantic markup pleases Google's Hummingbird algorithm. This algorithm understands relational data as input to be able to respond to questions like: Where can I buy the least expensive iPhone 5. Semantic markup is an HTML language that defines semantic relations between information elements and feeds these to the Google bot that indexes websites. Schema.org provides a collection of HTML tags that should be used. When one starts a web shop or wants to renew one's web shop it is very advisable to make use of the Schema.org collection.

2. Choosing the right keywords. In order to categorize the content of one's web shop one should pick the right keywords because the Google bot indexing website does not only consider relations between data but also categories and texts that are present. Specifically, the bot reads HTML texts: title tags, meta-tags, heading tags and body texts. The bot has troubles understanding pictures, search forms, Flash and Java plug-ins, information behind a log-in, Javascript links, frames and i-frames and a collectively stored large amount of links. For each of these elements one should provide HTML alternatives that are understandable for the bot. One should also limit the amount of links one publishes together. The choice of keywords is very important. One can use Google Keywords planner to find out which keywords are the most effective for the products and services one provides – the keywords that trigger the most visits and sales. Unfortunately, Google becomes less and less generous with the sharing of this kind of information. In order to use the tool one needs to register and log in at Google first and then in Google Adwords. Be careful not to use any inappropriate keywords – keywords that are popular but not relevant for one's shop – because Google could be suspecting spamdexing and punish by for instance removing parts of one's shop out of the organic search results.

3. Link and be linked to. Because the basic Google search algorithm, PageRank, values high quality links very much one should collect as many high quality links to and from one's shop as possible. The algorithm works in general as follows. It attaches to each URL a value. One of the factors influencing this value is the amount of links linked to the URL and the quality, or PageRank weight, ascribed to these links. But be careful not to present links one has bought as organic links. One should disqualify this type of links by means of ascribing the HTML value "nofollow" to it or risk a Google punishment which could again, for instance, be a removal of parts of one's shop from Google's organic search results.

4. Create one's own product or service descriptions. If one were to copy the existing description, one is listed in a long list of search results. If one would have too many products or services, then limit the creation of one's own descriptions to hot items.

ACTION TYPE
Actions that have prerequisites and require an investment.

CONNECTED ACTIONS
To have influence on SEO, one has to take care of key words, Google AdWords and other search engine mechanisms which influence better position in SEO.

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time required: Implementing the Semantic Markup will take a few days for a person who is in the know of HTML coding. Providing alt HTML for non-HTML elements will also take a few days. Establishing the relevant keywords will take a day. Linking is an ongoing process that will take less than an hour per action.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Negative: The better Google understands one's shop, the more information it will display outside of the shop, in its own environment. As an effect potential visitors might never reach one's web shop but will only linger at Google.

Positive: Higher ranking in search engine results is the most effective way to reach new customers who are willing to buy. Customers arriving through organic search are 55% more likely to shop more and spend more.

ESTIMATED EXPLOITATION

More traffic; new customers; higher conversion; higher conversion per customer.

ICT COMPETENCE

High

ENGLISH LANGUAGE SKILLS

Advanced

WEBSHOP LEVEL

Starting

REFERENCES

Schema.org's semantic HTML: **http://schema.org/docs/full.html**
The basics of search engine friendly design and development: **http://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development**
What Google's Hummingbird update means for small businesses: **http://mashable.com/2013/10/10/google-hummingbird-and-small-business/**
SEO on Mashable: **http://mashable.com/category/seo/**

ADDITIONAL RESOURCES

Spamdexing according to Wikipedia: **http://en.wikipedia.org/wiki/Spamdexing**
Google's SEO starter guide (PDF):
https://www.google.com/competition/howgooglesearchworks.html
Search engine land on current SEO: **http://searchengineland.com/eating-my-keywords-173936**
Search engine land on Google's Hummingbird update: **http://searchengineland.com/future-seo-understanding-entity-search-172997**

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Hotel SEO best practices: **http://www.traveltripper.com/hotel-seo-best-practices-for-on-page-optimization/** Travel SEO: **http://www.hallaminternet.com/2013/travel-seo-importance-seo-travel-industry/**
CROSSBORDER REMARKS
n/a

1.6.6 ADVANCED ITEM VISUALIZATION TECHNIQUES

ABSTRACT

Importance for business is to make data visualization an essential part of business strategies. Visualization is the first step to make sense of data. Data analysts use a wide range of techniques like charts, diagrams, maps. Audience are important to adjust data representation to the target the customer who will use services/product. Purpose has serious influence to achieve the goal of data visualization. Together, the tools and solutions in this area develop really fast and it is productive.

GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Data visualization is the graphic representation of data. It involves producing images that communicate relationships among the represented data to viewers of the images. This communication is achieved through the use of a systematic mapping between graphic marks and data values in the creation of the visualization. This mapping establishes how data values will be represented visually, determining how and to what extent a property of a graphic mark, such as size or colour, will change to reflect change in the value of a datum.

To communicate information clearly and efficiently, data visualization uses statistical graphics, plots, information graphics and other tools. Numerical data may be encoded using dots, lines, or bars, to visually communicate a quantitative message. Effective visualization helps users analyse and reason about data and evidence. It makes complex data more accessible, understandable and usable. Users may have particular analytical tasks, such as making comparisons or understanding causality, and the design principle of the graphic (i.e., showing comparisons or showing causality) follows the task. Tables are generally used where users will look up a specific measurement, while charts of various types are used to show patterns or relationships in the data for one or more variables.

Data visualization is viewed as a branch of descriptive statistics by some, but also as a grounded theory development tool by others. Increased amounts of data created by Internet activity and an expanding number of sensors in the environment are referred to as "big data" or Internet of things. Processing, analysing and communicating this data present ethical and analytical challenges for data visualization. The field of data science and practitioners called data scientists help address this challenge.

Visuals are important in marketing. Whether it's print or digital, images, graphics, charts and diagrams help make understanding and processing information easier for viewers. In fact, humans, as a species, are visual learners and process visuals 60,000 times faster than text. Additionally, a team of neuroscientists at MIT discovered the human brain can process images that the eyes see in under 13 milliseconds.

ACTION TYPE

Simple actions that can be implemented immediately without an investment.

CONNECTED ACTIONS

n/a

TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time required: few hours per week to have up to date data.

POSITIVE AND NEGATIVE PART OF THE SOLUTION

Positive: clear visualization of statistical data, quick info visible through charts and other visual graphics

Negative: information provided on this way is not complete, time needed to have this visual info up to date so that it can be useful

ESTIMATED EXPLOITATION

Shortening of time needed for reading and analysing the information

ICT COMPETENCE

Medium

ENGLISH LANGUAGE SKILLS

Intermediary

WEBSHOP LEVEL

Established

REFERENCES

Visme https://visme.co/blog/best-data-visualizations/

The Importance of Data Visualization in eCommerce Marketing Strategies https://growthhackers.com/articles/the-importance-of-data-visualization-in-ecommerce-marketing-strategies?r=latest

How important is data visualization in ecommerce marketing strategies? https://blog.apruve.com/the-importance-of-data-visualization-in-ecommerce-marketing-strategies

ADDITIONAL RESOURCES

Streamlining E-commerce with Visualization https://visualrsoftware.com/streamlining-e-commerce-visualization/

Exploratory Data Analysis on E-Commerce Data https://towardsdatascience.com/exploratory-data-analysis-on-e-commerce-data-be24c72b32b2?gi=50c6e8a700ca

CROSSBORDER REMARKS

n/a