

Data Analysis: Abandoned Carts in E-Commerce

WEBSALE creates online shops – with passion. For more than 25 years, we have been helping our customers succeed in e-commerce. As pioneers, we established the first cloud-based online shops in Germany. With our combined offering of e-commerce software, including support, hosting, and our own agency, we ensure functional e-commerce processes and support the growth of our customers.

Task:

A common problem for e-commerce retailers is abandoned carts, where customers add products to their cart but do not complete the purchase. To address this issue and provide valuable insights to our customers, we aim to develop a solution to track and analyze abandoned carts. This solution will be integrated into our existing framework.

The goal of this task is to develop a system to identify, track, and analyze abandoned carts. The implementation will be integrated into the existing framework and programmed in Python.

Tasks and Milestones:

- **Analysis of the Existing Architecture:**
 - Understand the current webshop architecture and identify relevant interfaces for cart tracking.
- **Implementation of Tracking:**
 - Develop functions to detect and store abandoned carts.
 - Integrate these functions into the existing framework.
- **Data Processing and Analysis:**
 - Develop scripts for processing and analyzing the collected data.
 - Create reports and dashboards to provide insights into user behavior.
- **Testing and Validation:**
 - Ensure the implemented functions work reliably and provide accurate data.
- **Documentation:**
 - Create comprehensive documentation of the implemented solutions and conducted analyses.

Requirements:

- Good knowledge of Python and experience with web frameworks.
- Basic understanding of database technologies and SQL.
- Analytical skills and a structured approach to work.
- Experience with data visualization tools is an advantage.
- Teamwork and good communication skills.

What You Can Expect from Us:

You will be assigned to one of our developers who will take care of you during the semester via regular 1-to-1 meetings (online or offline) and support you in the project. We are very flexible in terms of working time and, of course, will stay within the boundaries of the ECTS limit of the IDP.

What We Expect from You:

If you can work independently and want to do something hands-on, then we are your partner! Besides the regular meetings, you will have complete freedom in terms of time management. It's your project!

Contact Information:

At WEBSALE, your performance and personality matter. We value diversity and encourage applicants from all walks of life to apply.

Do you have questions? Feel free to contact Vera by phone at +49 911 6322 1629. Are you interested? Then apply now at Bewerbung@websale.de. We look forward to getting to know you!