E-Commerce Holidata Checklist

The holiday season is in full swing, which means your e-commerce SMB is entering its busiest season. Are you ready?

Preparing your business and staying ahead of the competition during the holidays can seem overwhelming. However, by following a few best practices and developing a solid data analytics plan, you can make this your most profitable season yet and gain loyal customers for years to come.

Check the (Gift) Boxes:
Prepare Your E-Commerce Business for the Holidays

🎁 Website:

- ○ Make sure all the products, pricing, and promotions on your website are up to date and reflect the information on your social media and emails.

- ○ Ensure all relevant pixels are in place and firing correctly.

- ○ Update any holiday terms & conditions if needed, such as extended return windows or different support hours.

🎁 Marketing:

- ○ Create social posts, ads, and emails with relevant keywords for the season, your products, and holiday promotions.

- ○ Make sure you have the tracking in place that you need to keep tabs on all your holiday campaigns so you can effectively analyze the results.

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🎁 **Data sources:**

- ⭕ Make sure you're on top of every source of your business data - Stripe, Amazon Sellers, Walmart, Square, etc.

- ⭕ Consolidate all of your data sources in a data warehouse for a single source of truth

🎁 **Leverage a BI or visualization tool for faster analytics**

- ⭕ Your data warehouse gets your customer, inventory, and performance data analysis-ready for faster, better insights

- ⭕ Pre-build dashboards to track holiday campaigns as they're happening

Putting it all together

Analyzing your holiday business data enables you to:

- 🎁 **Understand customer behavior**
- 🎁 **Manage and optimize inventory**
- 🎁 **Develop pricing strategies that boost your bottom line**
- 🎁 **Tailor your marketing campaigns to attract and keep customers**
- 🎁 **Improve your customer experience**
- 🎁 **Quickly detect and prevent fraud**

The best way to leverage your data for analysis is through a Panoply data warehouse as a single source of truth. This season, give your business the gift of data.

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