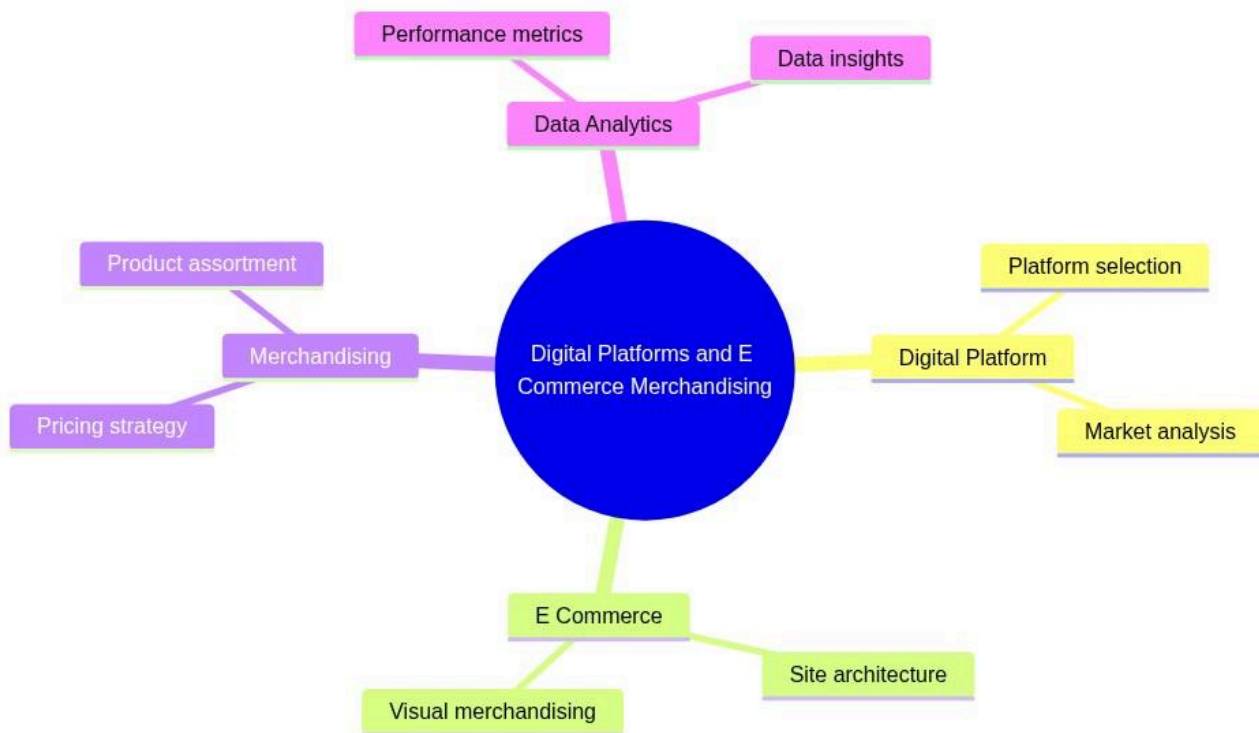


Professional Certificate in Fashion Buying and Merchandising

# Digital Platforms and E-Commerce Merchandising



mindmap

root((Digital Platforms and E Commerce Merchandising))

Digital Platform

Platform selection

Market analysis

E Commerce

Site architecture

Visual merchandising

Merchandising

Pricing strategy

Product assortment

Data Analytics

Performance metrics

Data insights