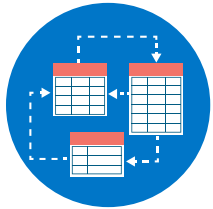


# Key Considerations for IMPORTING DATA to Your **eCommerce Platform**



## Types of Data

There are three primary types of data we deal with on an eCommerce site:

### 1 **PRODUCT DATA**

This includes product titles, descriptions, images, prices, warehousing, technical literature, etc. Data changes here can usually be frozen and thus kept static until after go-live.

### 2 **CUSTOMER DATA**

Contact information such as name, address, phone, email, company details, contacts within the company, username, password, etc. This data cannot be completely pulled until the moment of go-live as you will be taking orders up until the old system is no longer available.

### 3 **ORDER HISTORY**

Order history combines customer data with product data along with order dates, shipping and delivery data, and other information. This data also must be transitioned at go-live so all orders from the old system are accounted for.



## To Import or Not to Import?

It's easy to jump to conclusions and assume "of course we want all the data we had in our old system!" However, upon closer look, sometimes starting fresh can give you a chance to improve your site in useful ways. Consider these questions:

- ⚙️ How good was your data in the first place? Is it scrubbed and up-to-date?
- ⚙️ Are there old products or customers that no longer need to be in there?
- ⚙️ Are your product listings similar, or are you adding a lot of new info?
- ⚙️ Is this a chance to revisit product details that aren't on your current site?
- ⚙️ How would it impact the user experience if you didn't have the order history or contact information? How important is it really?



## Timing is Key

When we manage a large migration for our clients, here are a few things we do to ensure a smooth transition:

- ⚙️ We write an automated script or program to do the data importing automatically so it can go quickly. That way the site will be down for a couple of hours, rather than weeks!
- ⚙️ We test the scripts during a "mock go-live" where we emulate the migration process in a testing environment to uncover any bugs and fix them before the full implementation.
- ⚙️ It is important that business users review the data. Don't let your team be lured by the thought that the program ran without errors, therefore, it must be correct. There are so many ways to successfully run an import that has bad results. Also, tie your data inputs to your data outputs.