**AMAZON PRIME USERS**

**ABSTRACT** :

The Amazon Prime Users Dataset contains information about 2500 fictional users of the Amazon Prime subscription service. Each entry in the dataset includes details such as the user's name, email address, location, subscription plan, payment information, and engagement metrics. Additionally, demographic data such as gender and date of birth are provided, along with user preferences such as favourite genres and devices used to access the platform. The dataset aims to represent a diverse range of Prime users, including different demographics, subscription plans, and usage patterns.

**OBJECTIVES**:

The objective of the Amazon Prime Users Project is to enhance the overall user experience and satisfaction of Amazon Prime subscribers by delivering personalized content and optimizing customer support services.

**METHODOLOGY**:

**Data Analysis**: Analyzing usage data and feedback to identify trends and areas for improvement.

**Deployment and Monitoring**: Deploying the platform and continuously monitoring performance and user feedback for ongoing improvements.

**SYSTEM REQUIREMENTS**

* Programming language used is **python** (librarieslike pandas, matplotlib, plotly)
* IDE used jupyter notebook

**CONCLUSION**

The amazon prime users project highlights are customers will like horror movie most, customers watching in smartphone are more, annual subscribers are more compared to monthly subscribers, most purchased item is books, payment method are done more using master cards compared to other cards and their feedback and customer support interaction is great. By focusing on these objectives and methodologies, the project is poised to deliver a superior service that aligns with Amazon's commitment to innovation and customer satisfaction.