**Amazon Customer Behaviour**

* 1. **add the new column- age group**

**A black and white text with numbers

Description automatically generated**

A graph of a number of people

Description automatically generated A pie chart with numbers and a number of people with Crust in the background

Description automatically generated

**2.1 check the relationship between gender and purchase frequency**

A screenshot of a phone

Description automatically generated

A graph with blue rectangular bars

Description automatically generated with medium confidence

**3.1 check review Reliability**

Heavily 149

Moderately 197

Never 23

Occasionally 190

Rarely 41

A graph of blue bars

Description automatically generated with medium confidence A pie chart with text on it with Crust in the background

Description automatically generated

**4.1 check shopping satisfaction**

1 115

2 193

3 208

4 67

5 17

A graph with a line

Description automatically generated

A screenshot of a phone

Description automatically generated

**5.1 check top 4 Improvement Areas**

Shipping speed and reliability 78

Reducing packaging waste 133

Product quality and accuracy 159

Customer service responsiveness 216

A graph of blue bars

Description automatically generated with medium confidence

A pie chart with text on it

Description automatically generated

**6.1 Which hour customers shop most**

