

E-COMMERCE CUSTOMER BEHAVIOUR ANALYSIS

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UNDERSTANDING CUSTOMER BEHAVIOR

By analyzing user data, you can identify patterns, preferences, and pain points, allowing you to make informed decisions that improve the overall shopping experience.



CUSTOMER
JOURNEY MAPPING



PERSONALIZATION



BEHAVIORAL
ANALYTICS



FEEDBACK LOOPS



Basic Insights

Q1. Find Mean, Median, and Mode (Age)

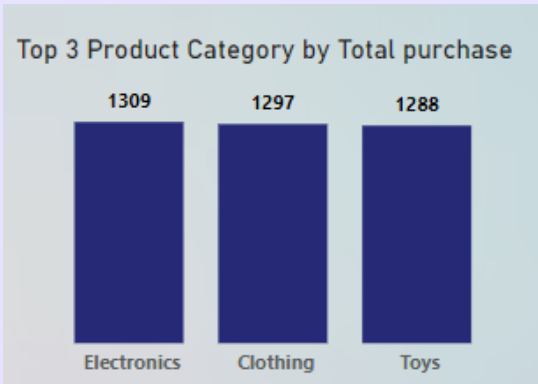
Age mean	Age Median	Age Mode
43.79	44.00	51

Q2. Find variance, standard deviation, and z-score (Purchase Amount)

Customer ID	Purchase Amount (\$)	Z score
1	202.54	-1.05
10	184.64	-1.12
100	567.00	0.22
1000	802.00	1.04

Sales Stdev	Sales Var
286.22	81.92K

Q3.What are the top three product categories based on the number of purchases?



Q4. How many customers are classified as return customers?

Return Cust
4996

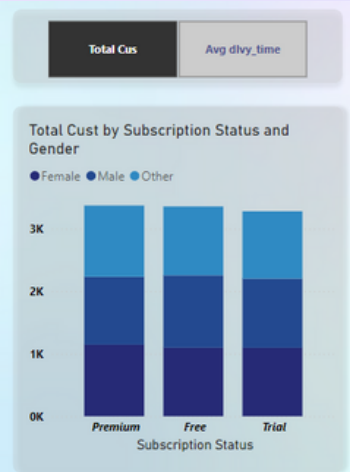
Q5.What is the average review score given by customers?

Avg Review
3.00

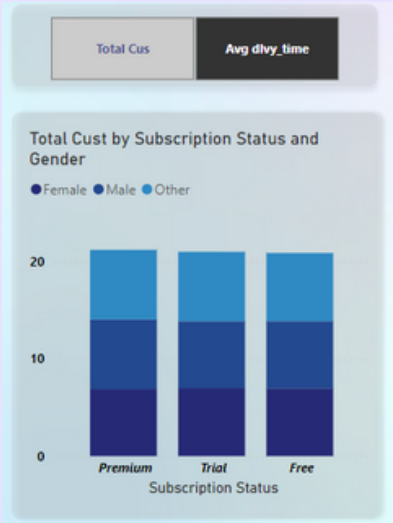
Q6.How does the average delivery time vary between subscription statuses (Free, Premium)?

- Free: 6.96 days
- Premium: 7.07 days
- Trial: 7.00 days

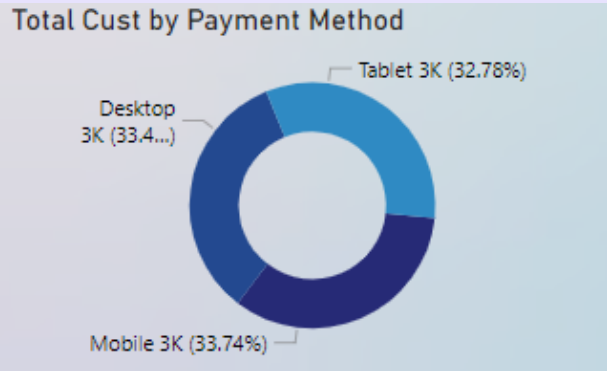
Q7.How many customers are subscribed to the service?



- Premium: 3,369 customers
- Free: 3,354 customers
- Trial: 3,277 customers



Q8. What percentage of customers used devices to make purchases? (Mobile, Desktop, Tablet)

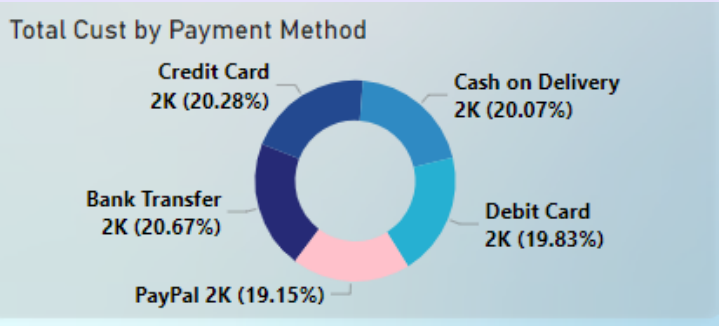


- Mobile: 33.74%
- Desktop: 33.48%
- Tablet: 32.78%

Q9. What is the average purchase amount for customers who availed discounts compared to those who didn't?

With Discount Avg Sales	With Discount Avg Sales
502.51₹	505.26₹

Q10.What is the most common payment method used by customers?



- Bank Transfer: 20.67%
- Credit Card: 20.28%
- Cash on Delivery: 20.07%
- Debit Card: 19.83%
- PayPal: 19.15%
-



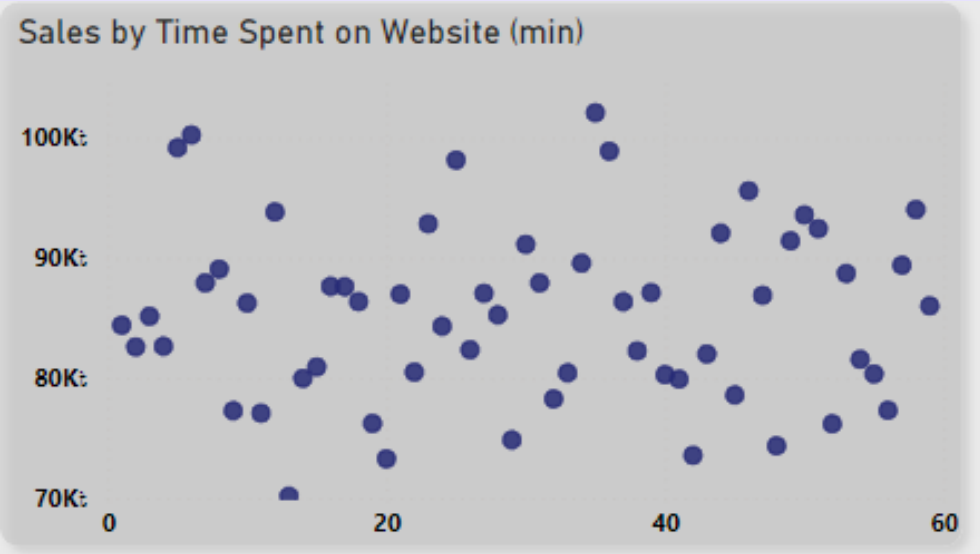
Intermediate Insights

Q1.What are the average review scores of users of the most common payment method?

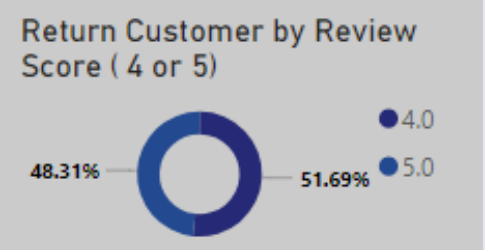
Bank Transfer
3.0
Average of Review Score (1-5)

Q2. What is the correlation between time spent on the website and purchase amount? Do customers who spend more time on the website purchase more items?

No, customers who spend more time on the website do not purchase more items.

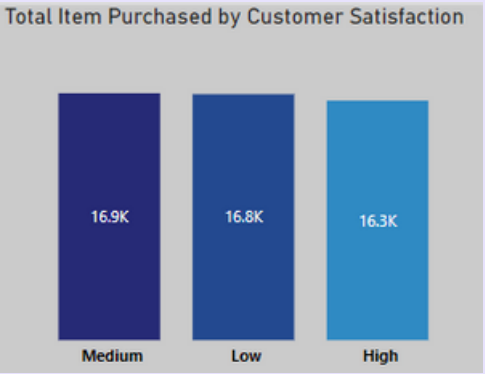


Q3. What percentage of customers are satisfied (rating of 4 or 5)and are also return customers?



Q4.What is the relationship between the number of items purchased and customer satisfaction?

Customers with medium satisfaction purchase the most, while highly satisfied customers buy slightly fewer items.



Q5. Which location has the 2nd highest average purchase amount?

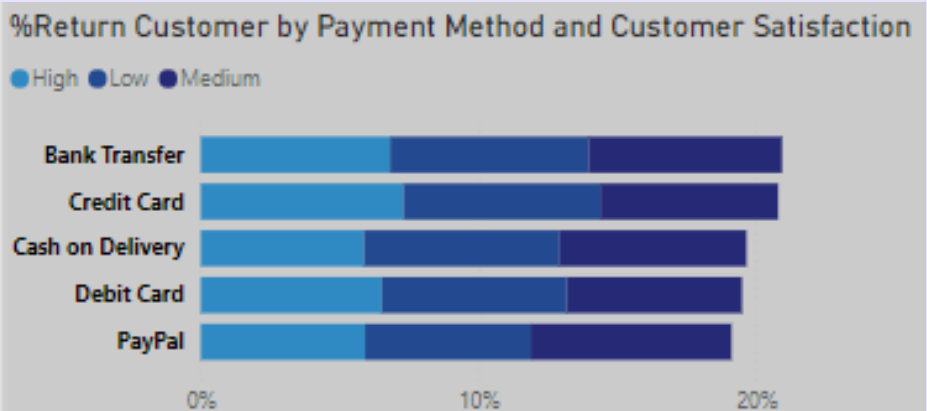
Barisal



Critical Insights

Q1. What factors contribute most to a customer being classified as a return customer?

Return customers are primarily influenced by their payment method and satisfaction level, with higher return rates linked to credit/debit cards and review scores of 4 or 5. Discounts also significantly impact return rates, as many return customers benefited from them.

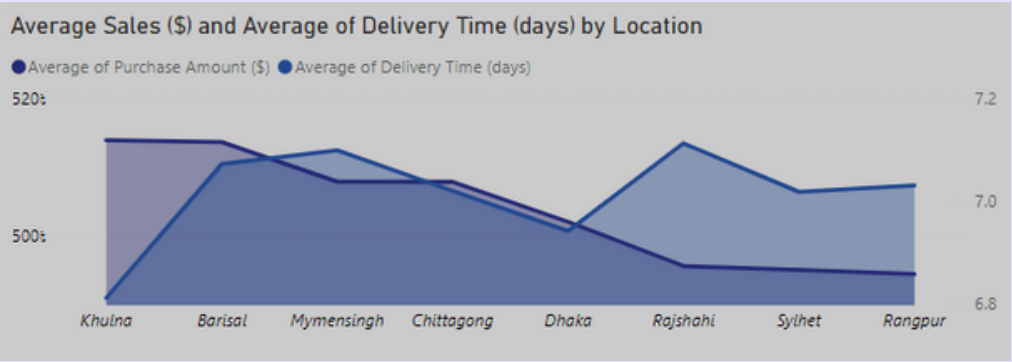


Q1.How do payment methods influence customer satisfaction and return rates?

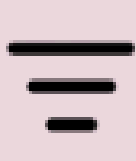
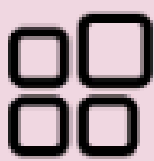
Bank Transfer leads in satisfaction and return rates, as a large proportion of return customers use this method. Credit Card also show high satisfaction, contributing to return rates.

Q2.How does the location influence both purchase amount and delivery time?

Khulna and Barisal lead in purchase amounts, but delivery times vary slightly across regions indicating logistical impacts on satisfaction.



Customer Behaviour Analysis



Sales Stdev

286.22₹

Sales Var

81.92K₹

Avg Review

3.00

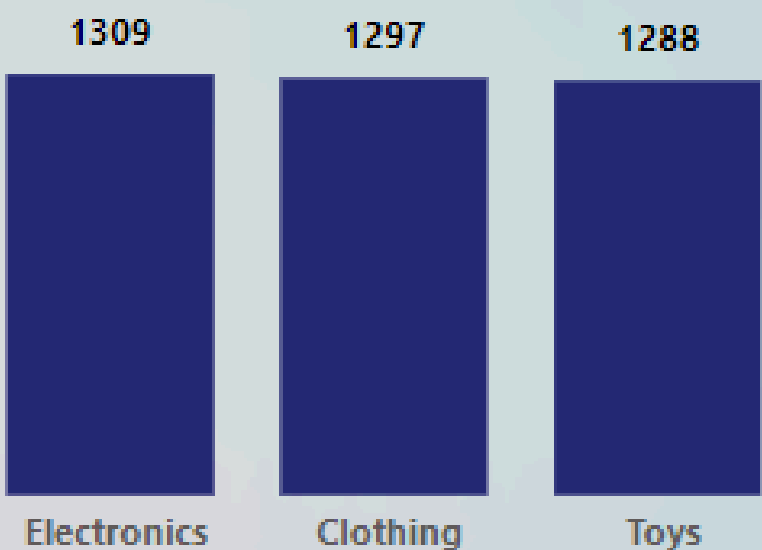
Without Discount Avg Sales

502.51₹

With Discount Avg Sales

505.26₹

Top 3 Product Category by Total Quantity

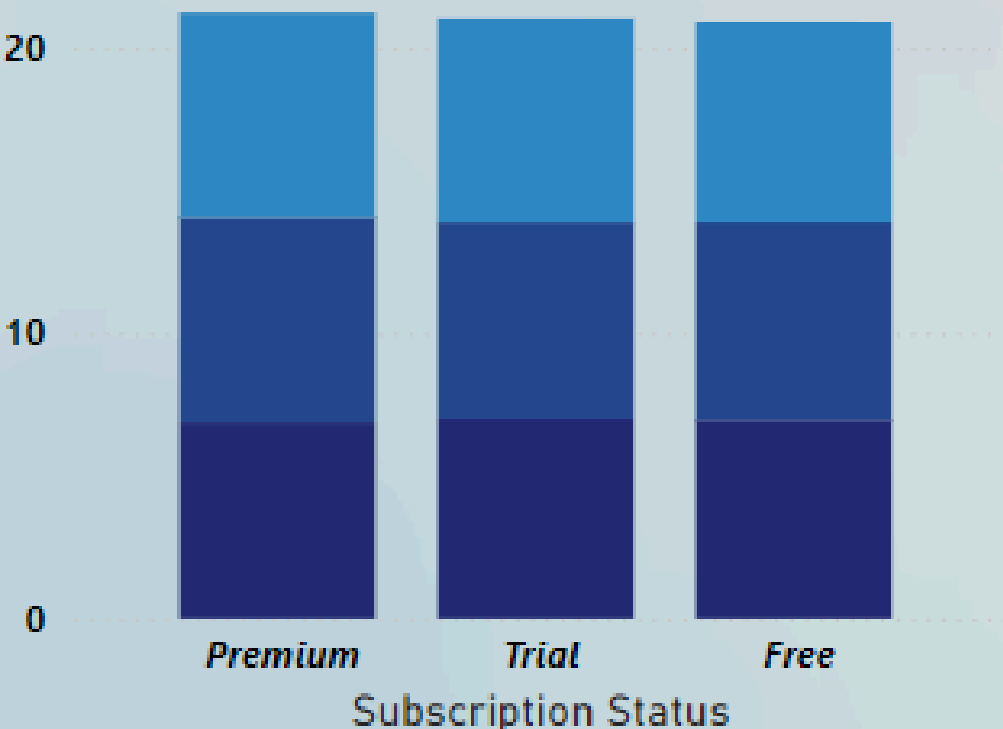


Total Cus

Avg dlvy_time

Total Cust by Subscription Status and Gender

Female Male Other



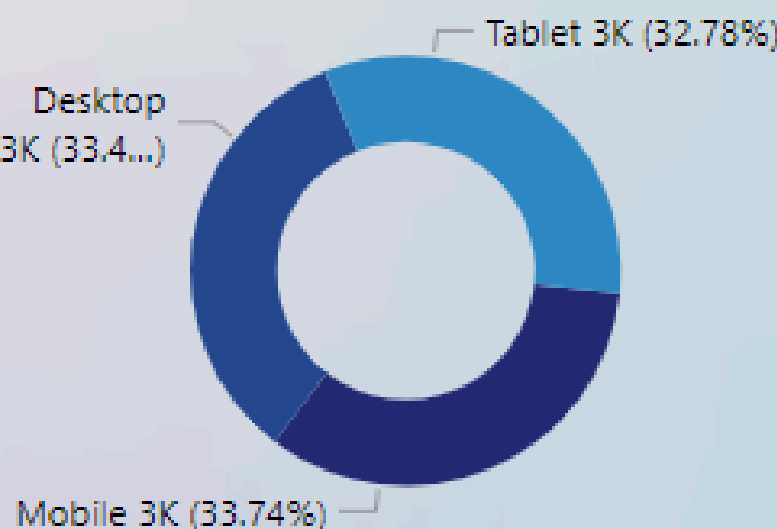
Customer ID	Purchase Amount (\$)	Z score
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100	567.00₹	0.22
1000	802.00₹	1.04
10000	888.45₹	0.81

Bank Transfer

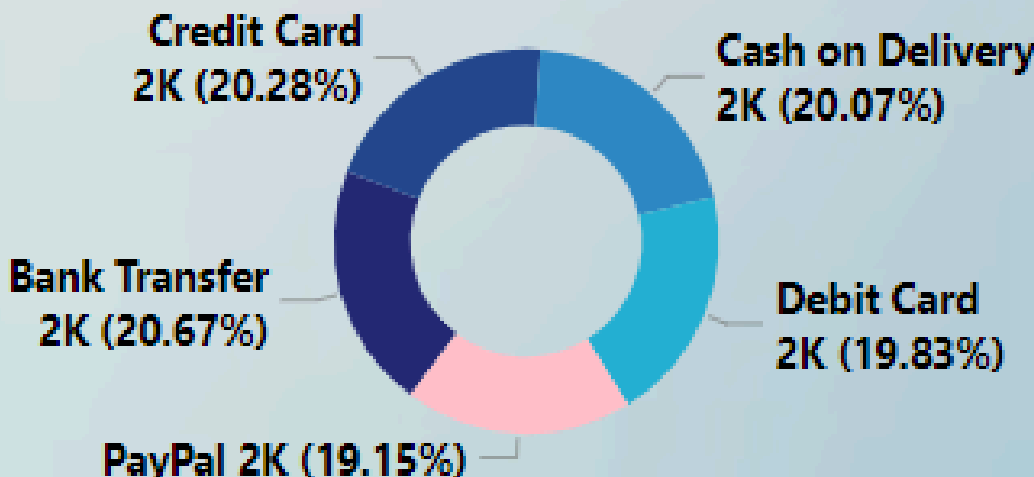
3.0

Average of Review Score (1-5)

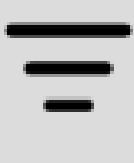
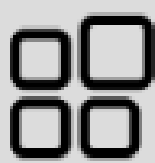
Total Cust by Device Type



Total Cust by Payment Method



Customer Behaviour Analysis



Age mean

43.79

Age Median

44.00

Age Mode

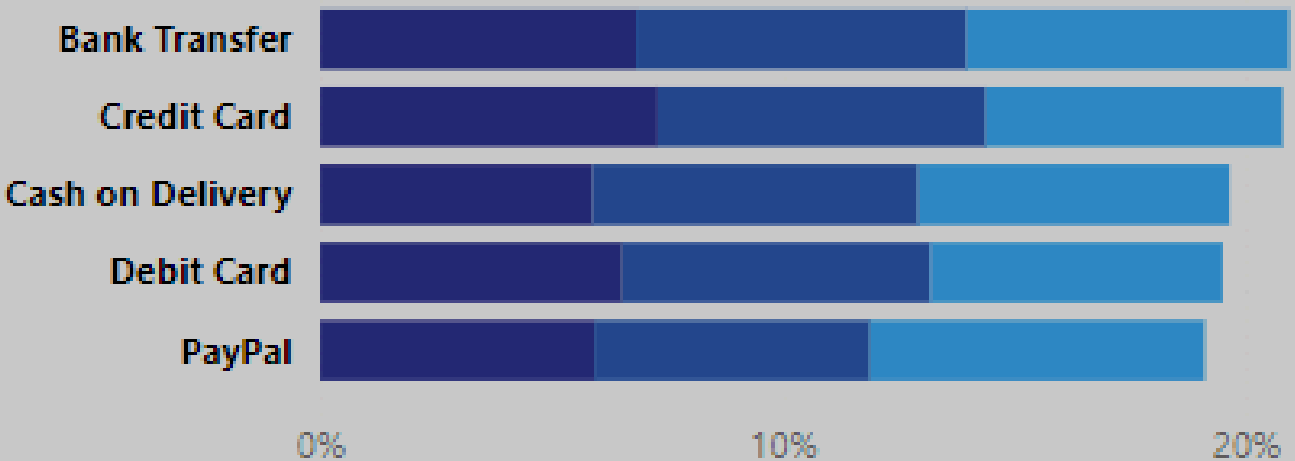
51

Return Cust

4996

%Return Customer by Payment Method and Customer Satisfaction

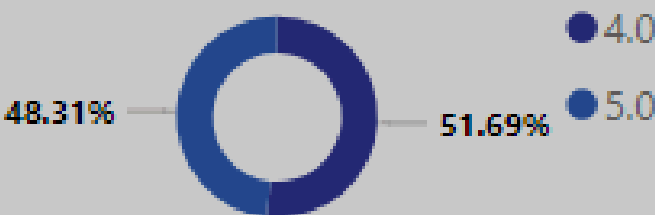
● High ● Low ● Medium



Discount Aailed



Return Customer by Review Score (4 or 5)

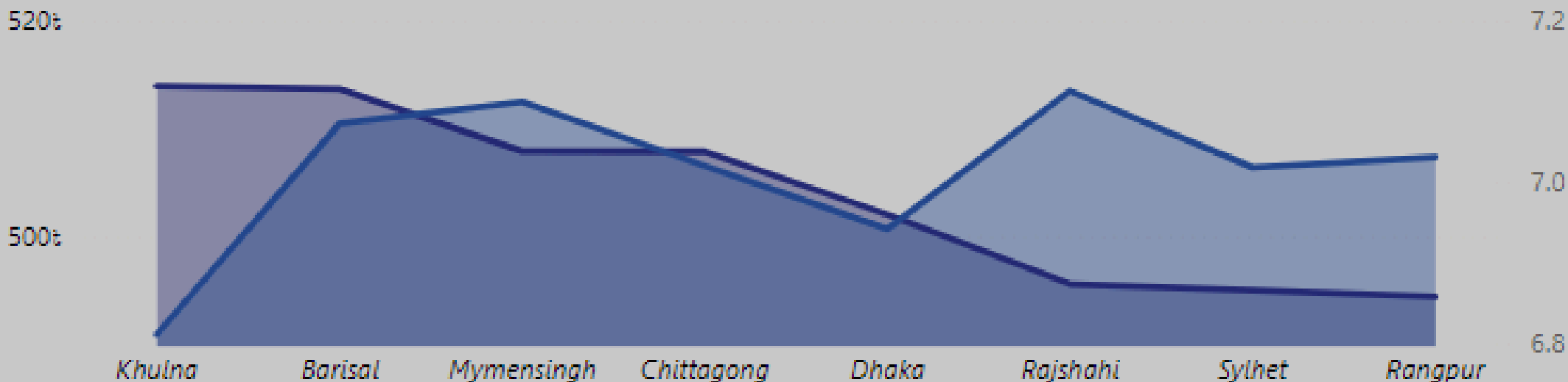


Avg Sales by Location

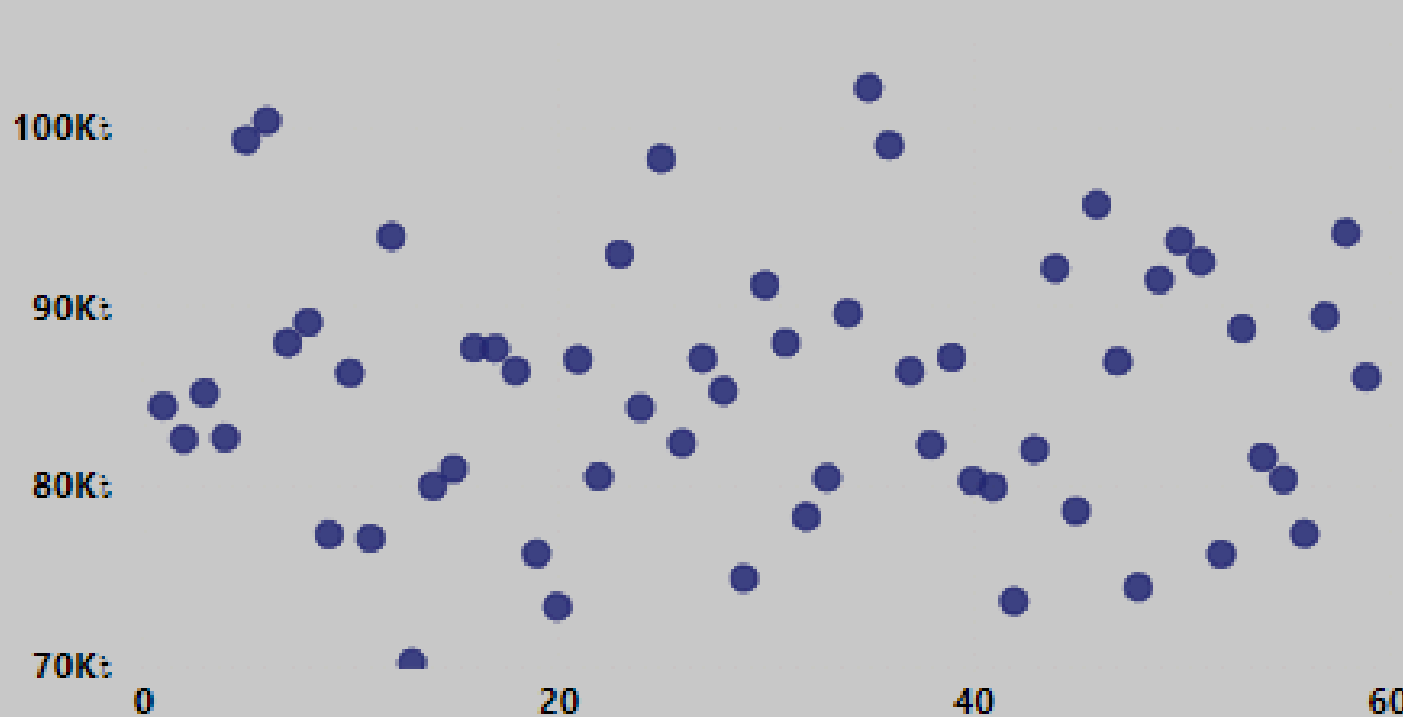


Average Sales (\$) and Average of Delivery Time (days) by Location

● Average of Purchase Amount (\$) ● Average of Delivery Time (days)



Sales by Time Spent on Website (min)



Insights

Customers aged 41-55 make up the largest group of return customers, totaling 1,444. Within this group, 515 males and 437 females prefer Bank Transfer as their payment method, with most of them located in Barisal.

Among male customers, 1706 individuals availed discounts, with an average discounted sales amount of 509.77৳. For female customers, 1695 also benefited from discounts. Interestingly, the group with the highest number of return customers, consisting of 1694 individuals, exhibited low satisfaction, and 1673 of them availed discounts.



THANK YOU

LET'S ELEVATE YOUR E-COMMERCE SUCCESS

