

E-Commerce Customer Behavior Analysis



Level 1

Level 2

Level 3

More Insight



Ecommerce Customer Behavior Analysis



Age

Avg

44

Mode

51

Median

44

Purchase Amount

STD

286

Average..

503.9

Variance

82K

Return Customer

4996

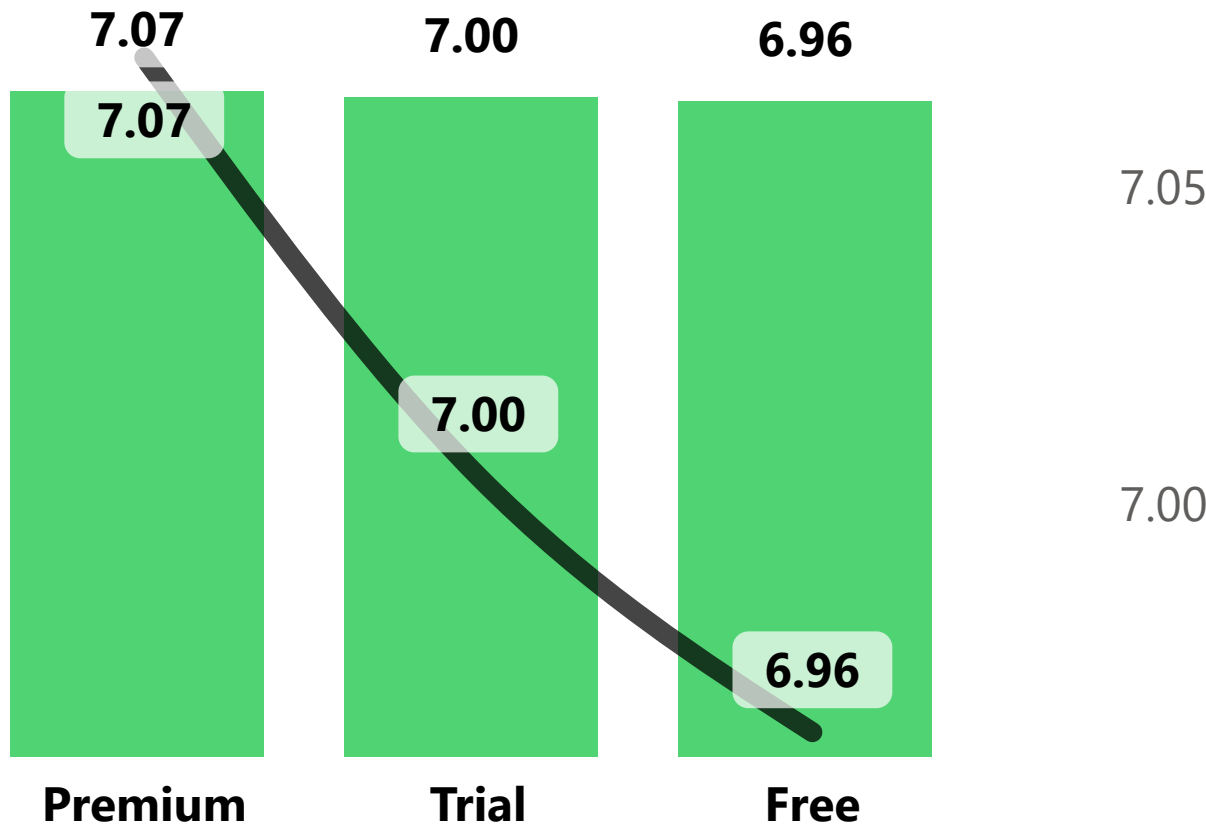
Avg Score

3.00

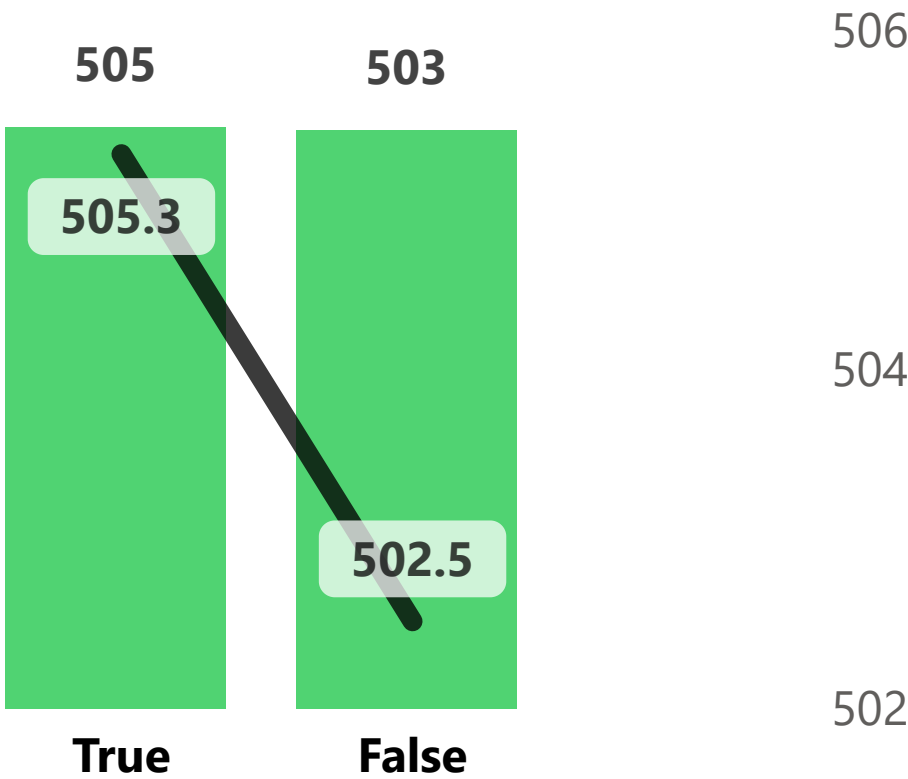
Paid Customer

3369

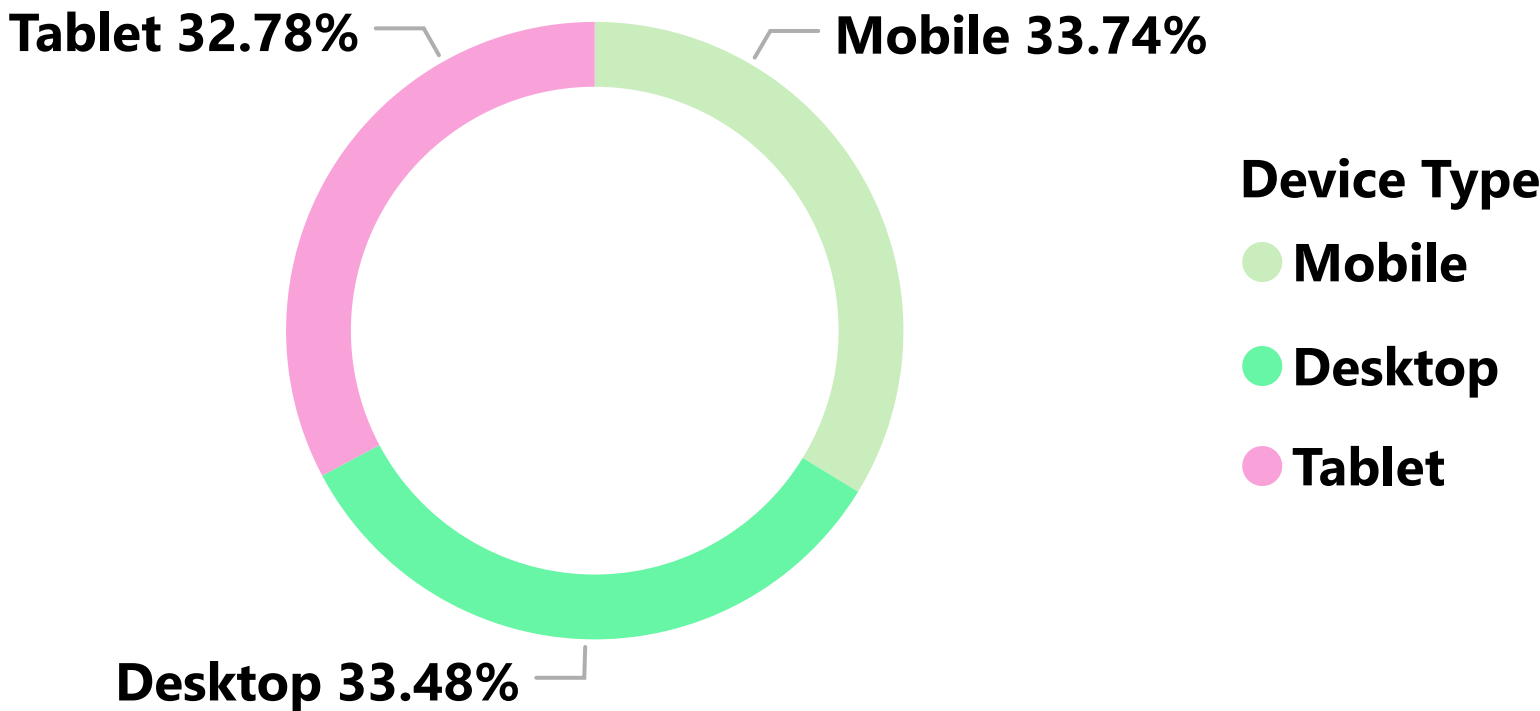
Avg Delivery Time by Subscription Status



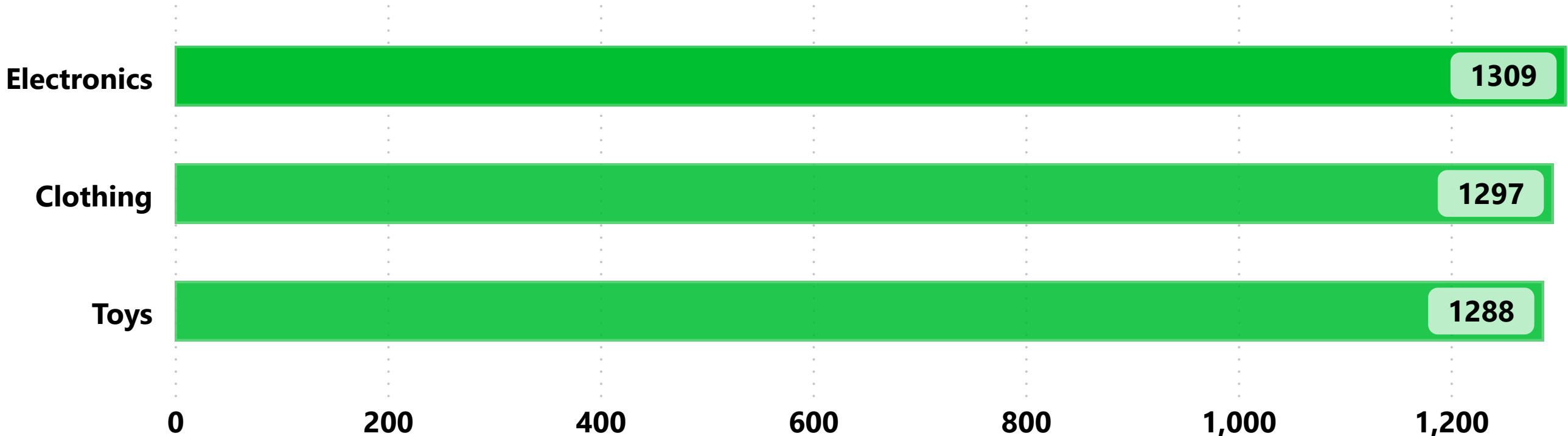
Avg Purchase Amount (\$) by Discount Availed



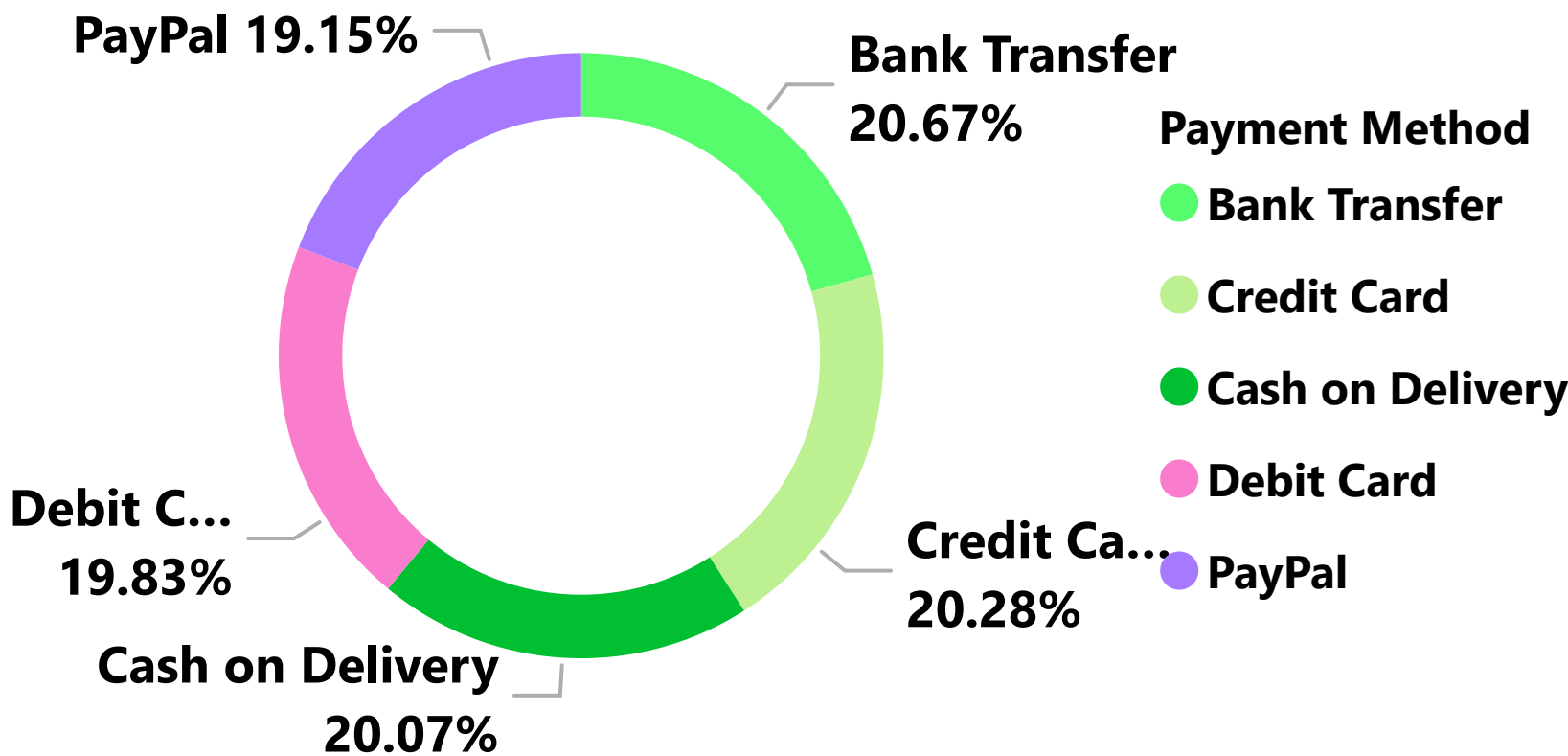
Total Purchase Amount By Device Type



Top 3 Products by No of Items



Total Customer by Each Payment Method





Ecommerce Customer Behavior Analysis

Total Customer

10K

Satisfied Return Customer

20.1%

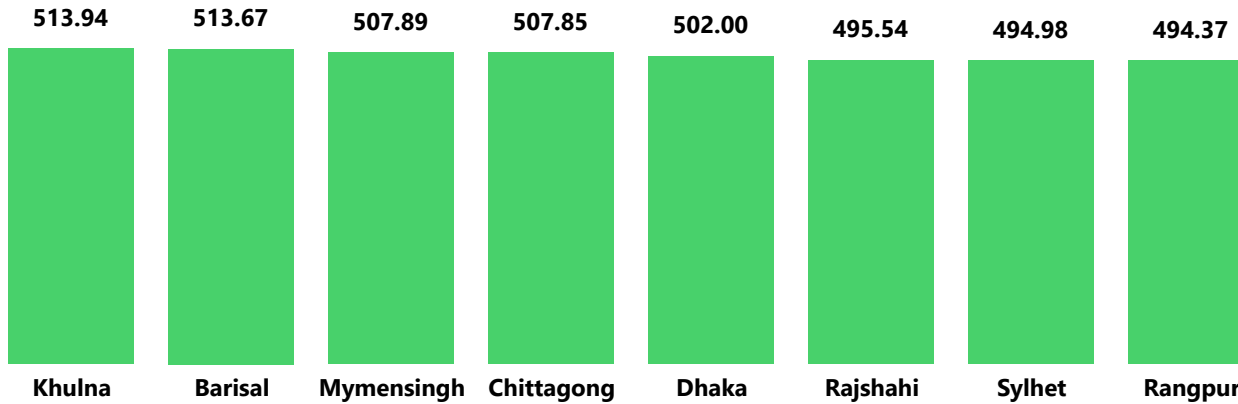
Return Customer

4996

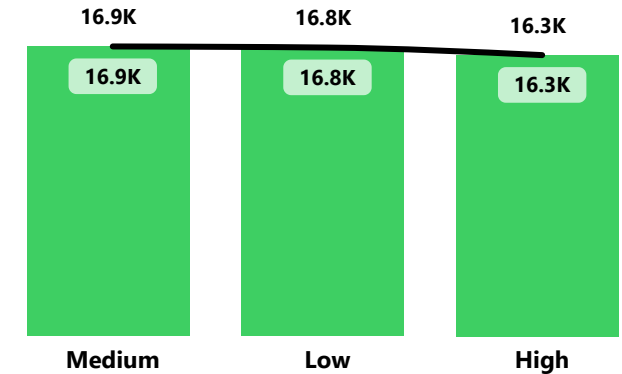
Most Common Method for Avg Score

2.99

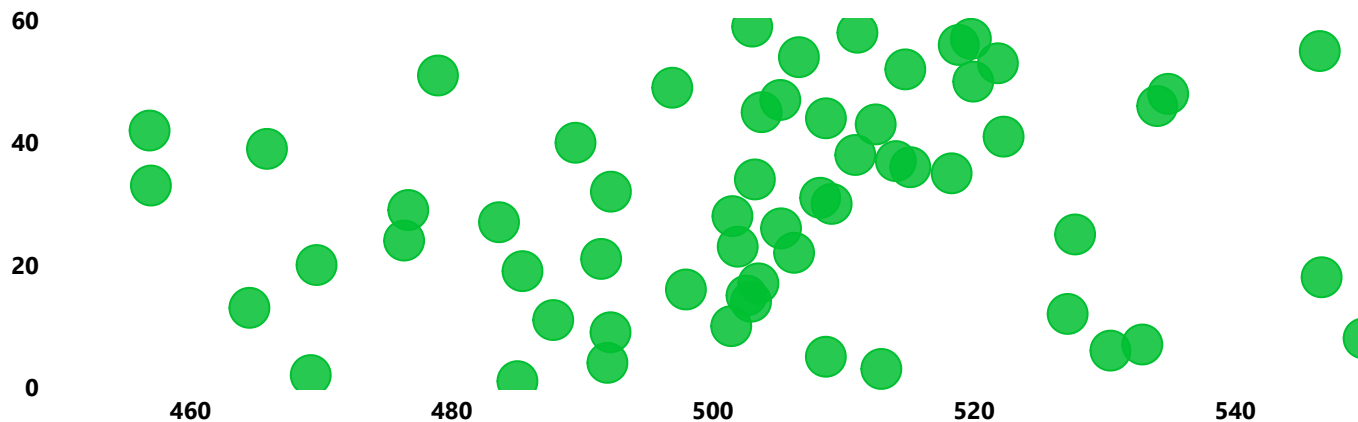
Average of Purchase Amount (\$) by Location



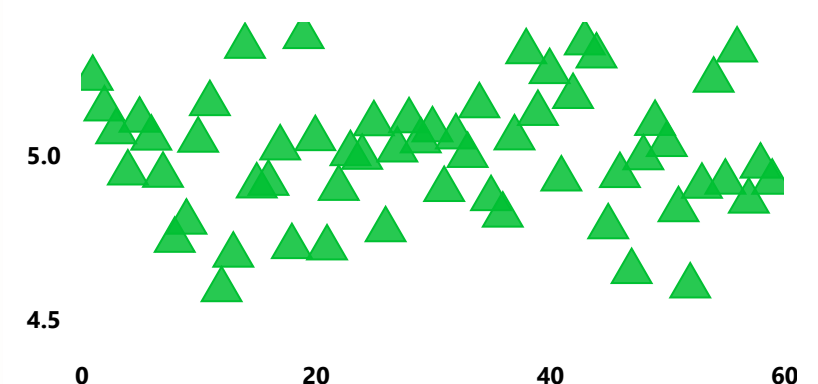
No of Items Purchased By Customer Satisfaction



Average of Purchase Amount (\$) by Time Spent on Website (min)



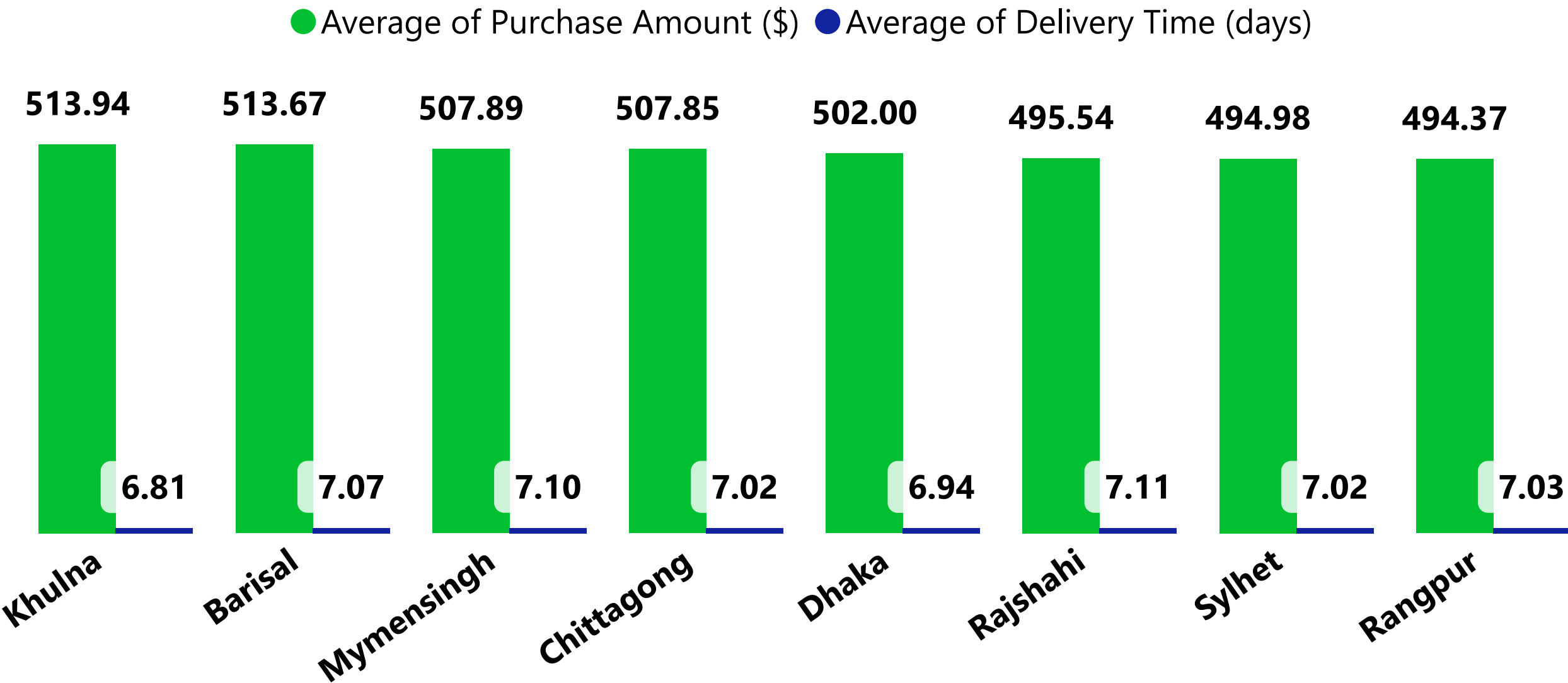
Avg Number of Items Purchased by Time Spent on Website (min)



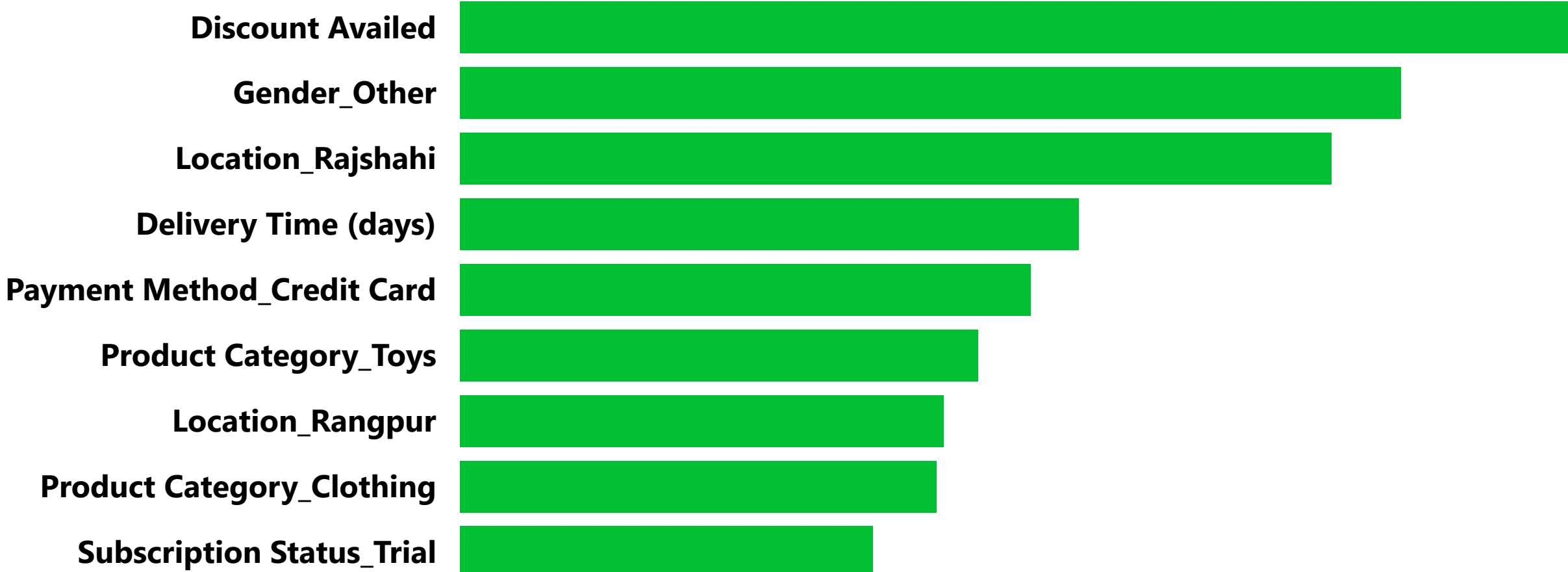


Ecommerce Customer Behavior Analysis

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



Top 10 Factors Affecting Return Customer Status



Payment Method vs Customer Satisfaction

Payment ...	High	Low	Medium
Bank Transfer	702	678	687
Cash on Delivery	627	703	677
Credit Card	703	697	628

Payment Method vs Return Customer

Payment Method	False	True
Bank Transfer	1021	1046
Cash on Delivery	1025	982
Credit Card	989	1039
Debit Card	1009	974
PayPal	960	955



Ecommerce Customer Behavior Analysis

Total Customer

10K

Total Items

50K

Total Revenue

25M

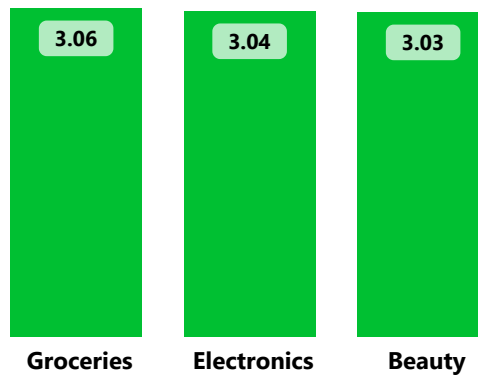
Return Customer

4996

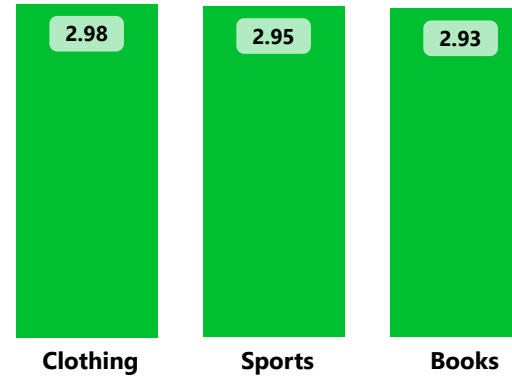
Total Product
Category

8

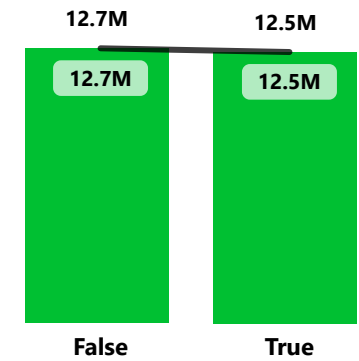
Top 3 Categories Review



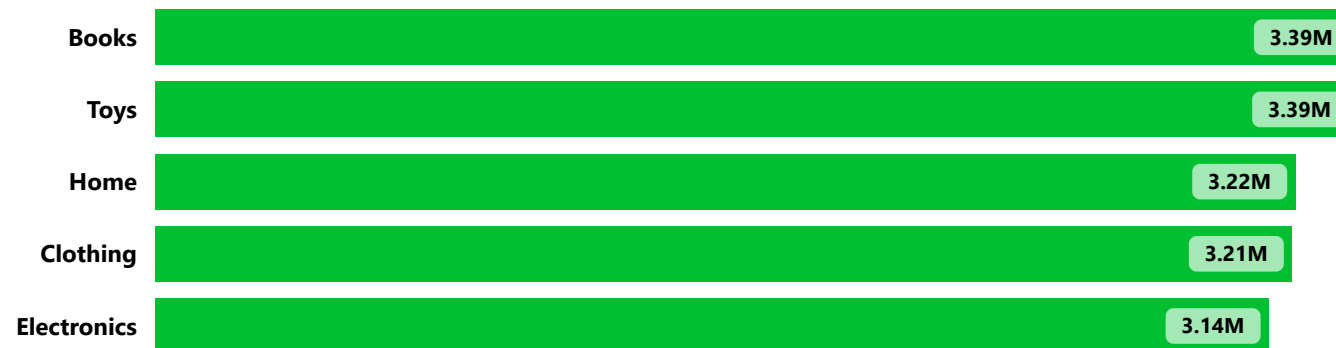
Bottom 3 Categories Review



Revenue By Discount Availed



Revenue By Product Category



Total Revenue By Age Group

