E-commerce Customer Behavior

STATISTICS ANALYSIS:

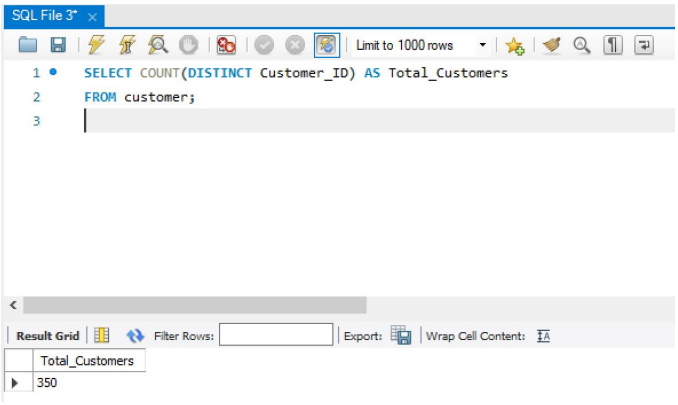
The analysis of customer behavior within the e-commerce realm is not merely an exercise in understanding preferences; it's a strategic imperative. It allows businesses to craft personalized experiences, refine marketing strategies, optimize retention efforts, and, ultimately, foster long-term relationships with customers.

KEY METRICS

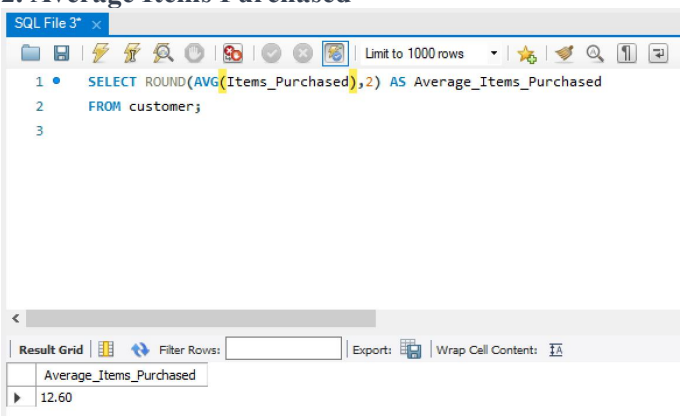
1. Total Customers
2. Average Items Purchased
3. Overall Average Rating
4. Overall Total Spend
5. Average Days Since Last Purchase
6. Percentage of City Distribution
7. Percentage of Gender Distribution
8. Satisfaction & Retention Customers
9. Membership Impact
10. Discount Impact
11. Top 10 Highest Average Rating Number Of Items Purchase
12. Gender and Age Group Distribution
13. Total Spend by Membership
14. Top 5 Cities with Highest Number of Items Purchase
15. Number of Customers by Time Interval

STATISTICS CALCULATION

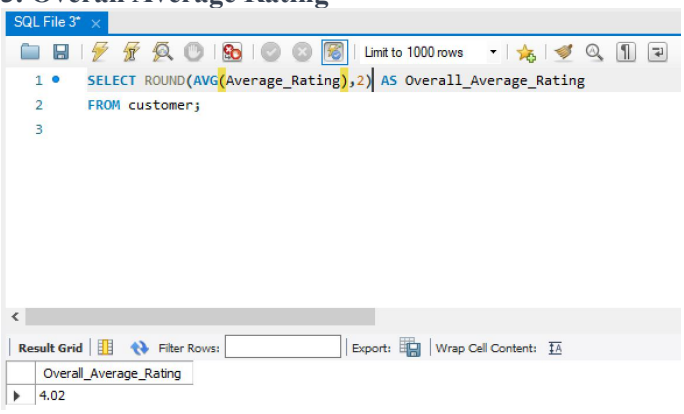
1. Total Customers



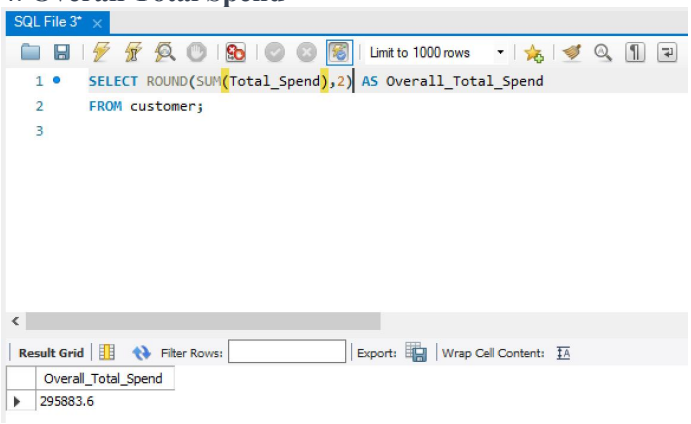
2. Average Items Purchased



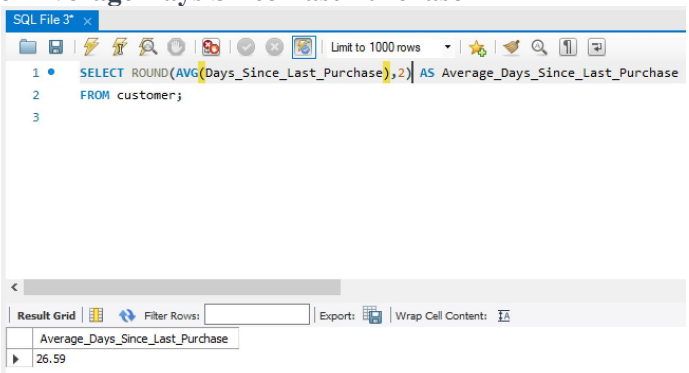
3. Overall Average Rating



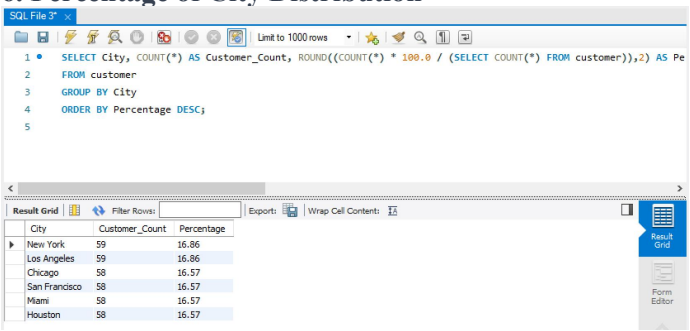
4. Overall Total Spend



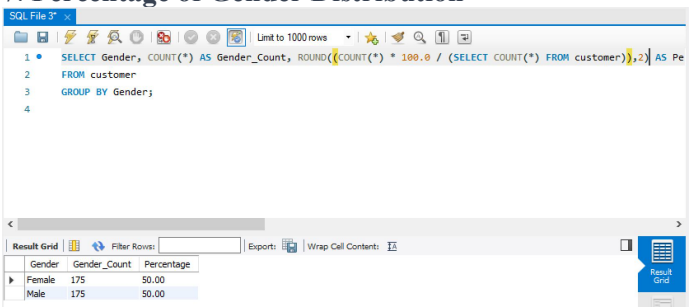
5. Average Days Since Last Purchase



6. Percentage of City Distribution



7. Percentage of Gender Distribution



8. Satisfaction & Retention Customers

```
SELECT Satisfaction_Level, COUNT(*) AS Count
FROM customer
GROUP BY Satisfaction_Level
ORDER BY Count DESC;
```

Satisfaction_Level	Count
Satisfied	125
Unsatisfied	116
Neutral	107
N/A	2

9. Membership Impact

```
SELECT Membership_Type, ROUND(AVG(Average_Rating),2) AS Avg_Rating, COUNT(*) AS Count
FROM customer
GROUP BY Membership_Type;
```

Membership_Type	Avg_Rating	Count
Gold	4.68	117
Silver	4.05	117
Bronze	3.33	116

10. Discount Impact

```
SELECT Discount_Applied, ROUND(AVG(Total_Spend),2) AS Avg_Total_Spend
FROM customer
GROUP BY Discount_Applied;
```

Discount_Applied	Avg_Total_Spend
TRUE	787.27
FALSE	903.49

11. Top 10 Highest Average Rating Number Of Items Purchase

SQL File 3*

```sql
SELECT Items_Purchased, ROUND(AVG(Average_Rating),2) AS Avg_Rating
FROM customer
GROUP BY Items_Purchased
ORDER BY Avg_Rating DESC
LIMIT 10;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Items_Purchased	Avg_Rating
21	4.9
20	4.8
17	4.8
18	4.72
19	4.62
16	4.59
15	4.52
14	4.42
12	4.16
13	4.11

12. Gender and Age Group Distribution

SQL File 3*

```sql
SELECT
    CASE
        WHEN Age BETWEEN 18 AND 25 THEN '18-25'
        WHEN Age BETWEEN 26 AND 35 THEN '26-35'
        WHEN Age BETWEEN 36 AND 45 THEN '36-45'
        ELSE 'Above 45'
    END AS Age_Group,
    Gender,
    COUNT(*) AS Count
FROM customer
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Age_Group	Gender	Count
26-35	Male	174
36-45	Female	115
26-35	Female	60
36-45	Male	1

13. Total Spend by Membership

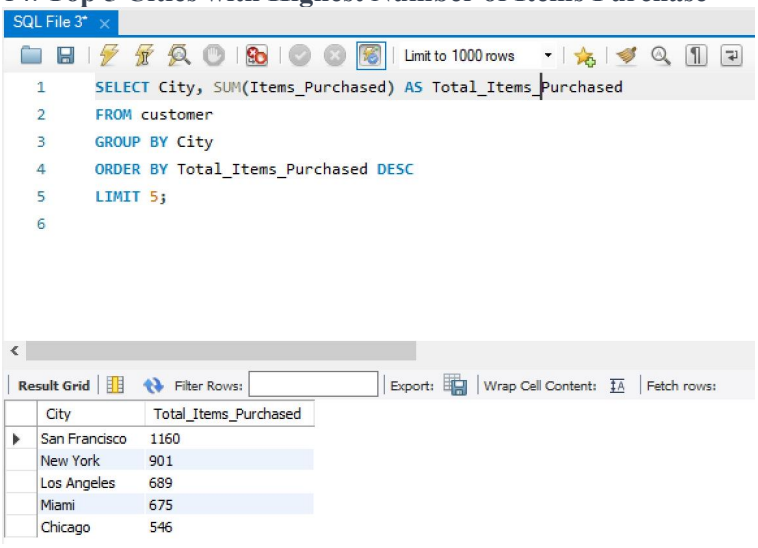
SQL File 3*

```sql
SELECT Membership_Type, ROUND(SUM(Total_Spend),2) AS Total_Spend
FROM customer
GROUP BY Membership_Type;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Membership_Type	Total_Spend
Gold	153403.9
Silver	87566.6
Bronze	54913.1

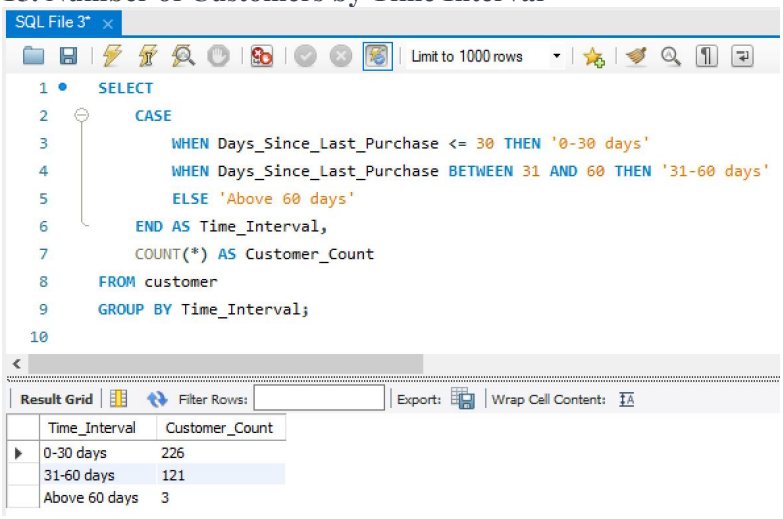
14. Top 5 Cities with Highest Number of Items Purchase



```sql
SELECT City, SUM(Items_Purchased) AS Total_Items_Purchased
FROM customer
GROUP BY City
ORDER BY Total_Items_Purchased DESC
LIMIT 5;
```

City	Total_Items_Purchased
San Francisco	1160
New York	901
Los Angeles	689
Miami	675
Chicago	546

15. Number of Customers by Time Interval



```sql
SELECT
    CASE
        WHEN Days_Since_Last_Purchase <= 30 THEN '0-30 days'
        WHEN Days_Since_Last_Purchase BETWEEN 31 AND 60 THEN '31-60 days'
        ELSE 'Above 60 days'
    END AS Time_Interval,
    COUNT(*) AS Customer_Count
FROM customer
GROUP BY Time_Interval;
```

Time_Interval	Customer_Count
0-30 days	226
31-60 days	121
Above 60 days	3