AMAZON CONSUMER BEHAVIOUR ANALYSIS

amazon.com

Objective: To Discuss into the behavior patterns of new users on amazon and drive data-driven Recommendations to increase Sustainable growth.

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Man shopping
Behavior

START

⚙Demographic purchase Behavior and Review ⚙

Gender ⌄   **age** ⌄   **Purchase_Ca...** ⌄
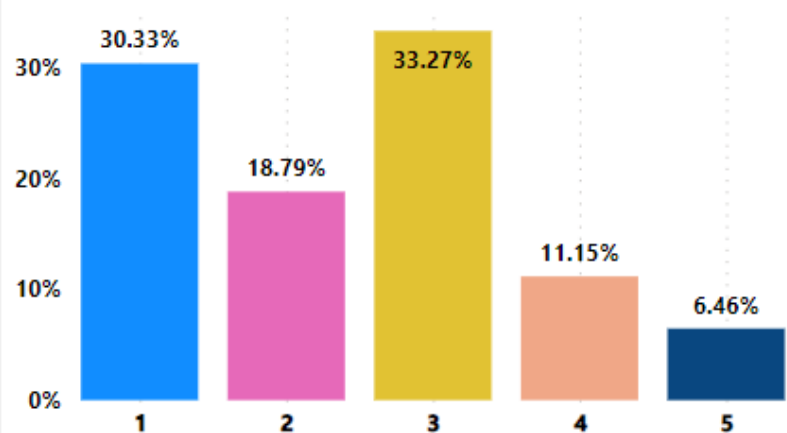
All   All   All

Total Customer
511

Average of Age
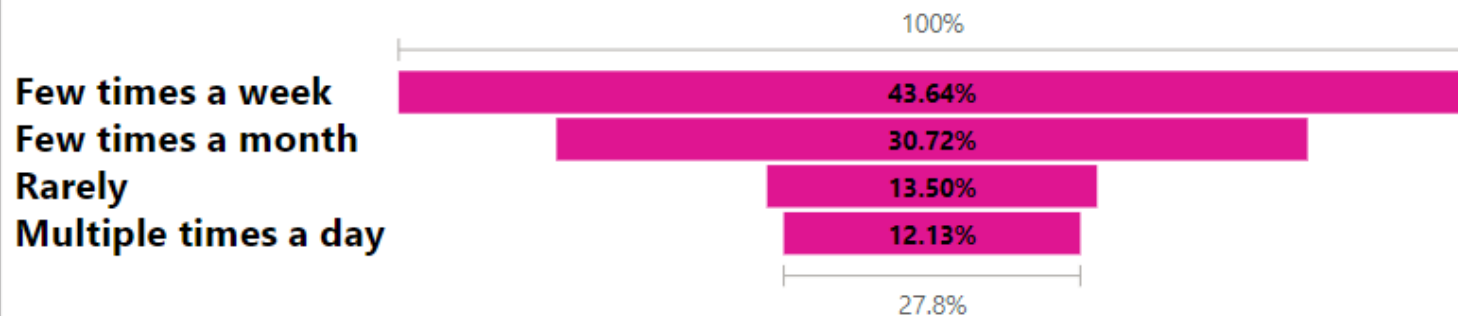# 30.57

Importance of Customer Reviews

- 30.33% (1)
- 18.79% (2)
- 33.27% (3)
- 11.15% (4)
- 6.46% (5)

(30%, 20%, 10%, 0% axis; categories 1, 2, 3, 4, 5)

Gender Based- Customer count

- 142 (27.79%)
- 350 (68.4...)

- ● Female
- ● Male
- ● Others
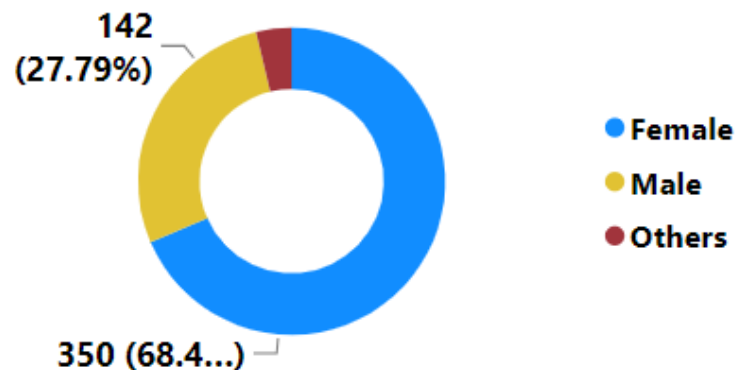
Review Helpfulness Preception

- Yes — 43.05%
- Sometimes — 35.81%
- No — 21.14%

Frequency of purchase times

100%

- Few times a week — 43.64%
- Few times a month — 30.72%
- Rarely — 13.50%
- Multiple times a day — 12.13%

27.8%
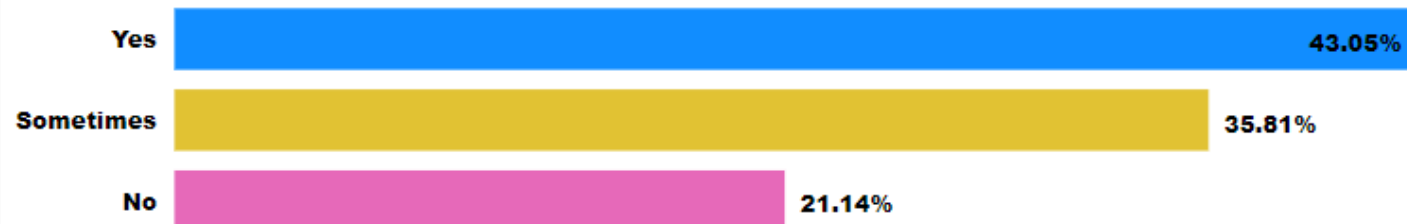
Count of Shopping_Satisfaction by Review_Left and Gender

● Female ● Male ● Others

	Female	Male	Others
Yes	185	67	11
No	165	75	8
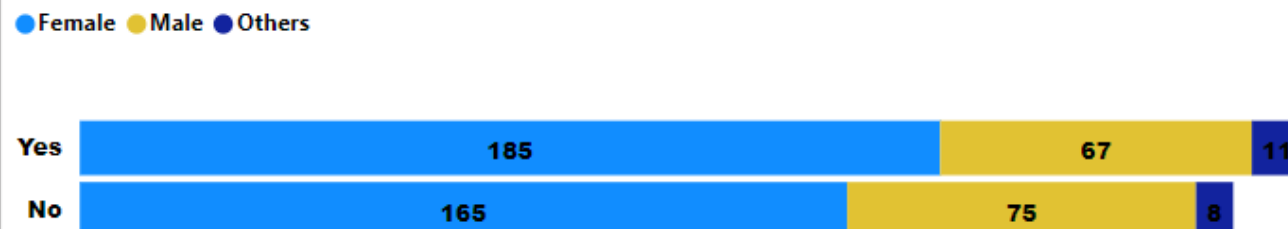
❑ In this datasets we had 602 customers but after cleaning the data we have only 511 customers.
There is avg age of total customers is 30.57.

❑Gender based Customers Count: there are **142 male**,350 Female, and 19 others.

❑I take the card to filters by Gender ,Age, Purchase Category.

❑There is very importance of customer reviews by rating. Here I can see that mostly of customers(30.33%) go only on 1 rate and a few customers 6.46% go on 5 rate.

❑The frequency of purchase time is very less . There are 43.64% customers who purchase only few times a week

❑Recommendations: Encouraging reviews, maintaining their quality and recognizing engaged reviewers can enhance the overall customer experience and trust in the plateform.

Search Cart & Browsing Behavior

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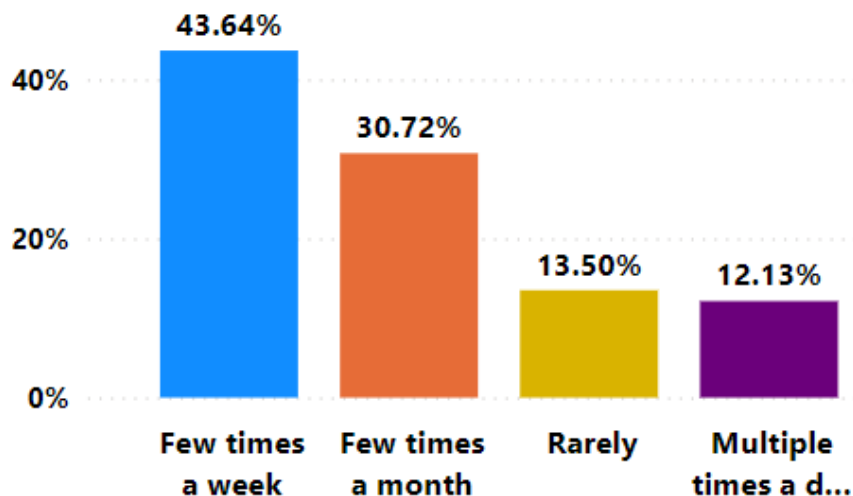
Gender All
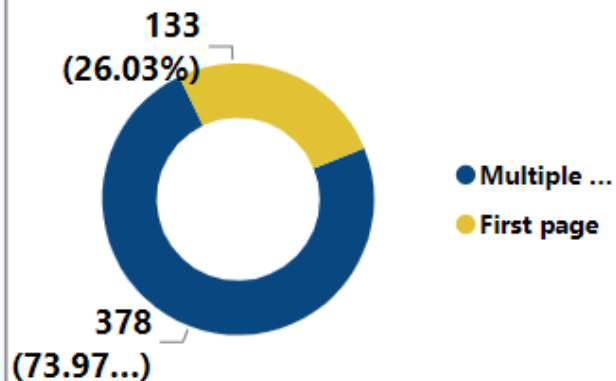
Age Group All
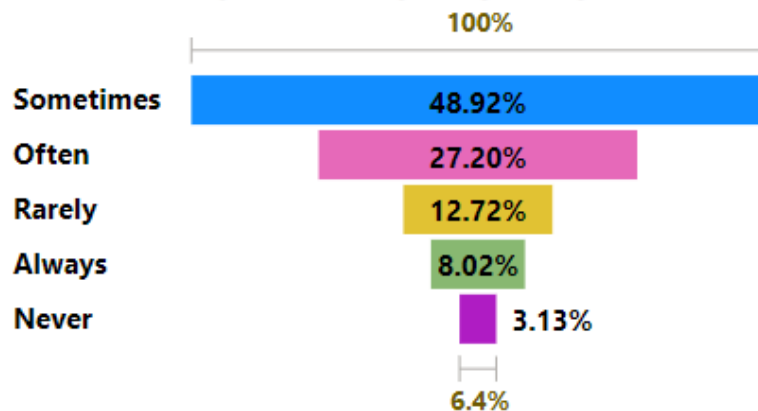
Purchase_... All

Shopping_Satisfaction All

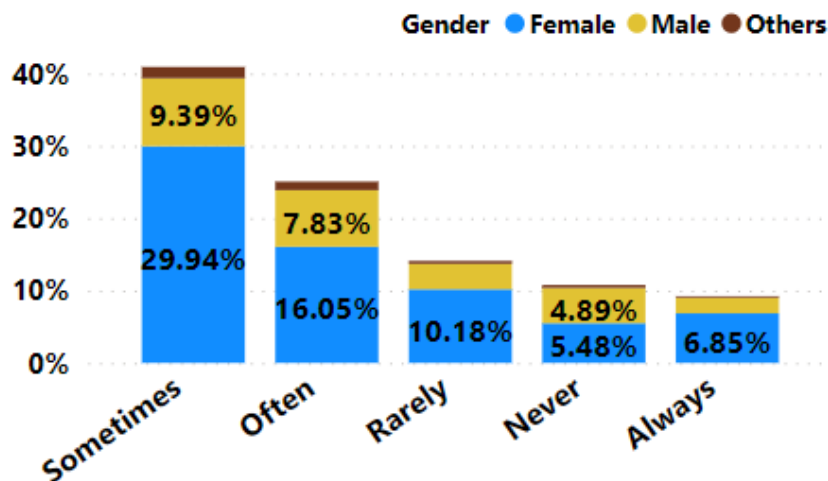## Total Customer
511

Browsing Behavior Breakdown

- Few times a week: 43.64%
- Few times a month: 30.72%
- Rarely: 13.50%
- Multiple times a d...: 12.13%

Save for later Frequency-Count by Gender

Gender ● Female ● Male ● Others

- Sometimes: Female 29.94%, Male 9.39%
- Often: Female 16.05%, Male 7.83%
- Rarely: Female 10.18%
- Never: Female 5.48%, Male 4.89%
- Always: 6.85%

Product Search Preference

● Female ● Male ● Others

- Keyword: Female 23.87%, Male 13.11%
- categories: Female 27.01%, Male 7.24%
- Filter: Female 14.48%, Male 5.28%
- others

Search Result Interaction

- 133 (26.03%)
- 378 (73.97...)
- ● Multiple ...
- ● First page

Completion Frequency Analysis

100%

- Sometimes: 48.92%
- Often: 27.20%
- Rarely: 12.72%
- Always: 8.02%
- Never: 3.13%

6.4%

Count of Customer No by Cart_Abandonment_Factors and Gender

● Female ● Male ● Others

- Found a ...: 149 | 59
- Changed...: 136 | 61 | 8
- High shi...: 49 | 9
- others: 16 | 13

0   100   200
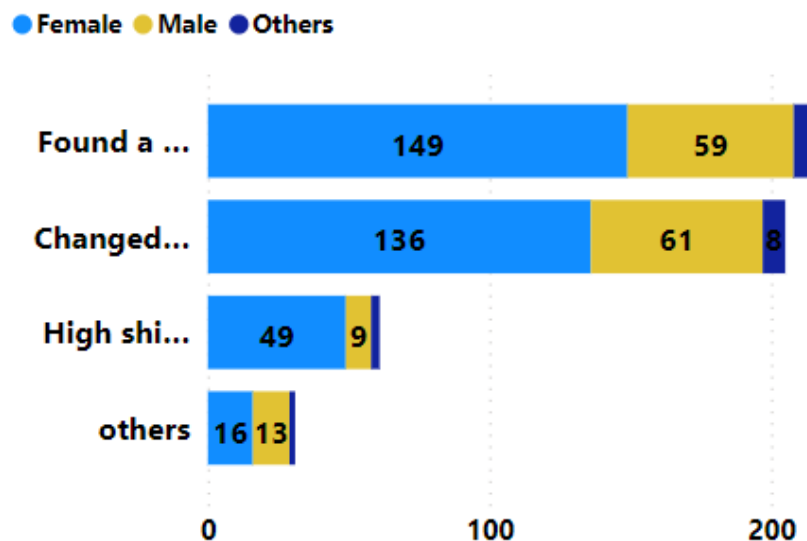
Insights:

- The data reveals that a significant portion of customer browse the platform a few times a week, indicating a high level of engagement and interest in the products or service offered.

- The product search preferences are evenly spilt between keyword- based search >23.87%-Female,13.11%-Male and 0.96%-Others, and category-based search >27.01%-Female,7.24%-Male , and 1.14%-Others.

- There are mostly of customers (73.97%) who explore multiple pages for the product and a few number of customers is who can find only first page.

Recommendations:

Implement advanced search filters, Category products effective and use relevant categories to ensure that customers can easily find the products, They have looking for .
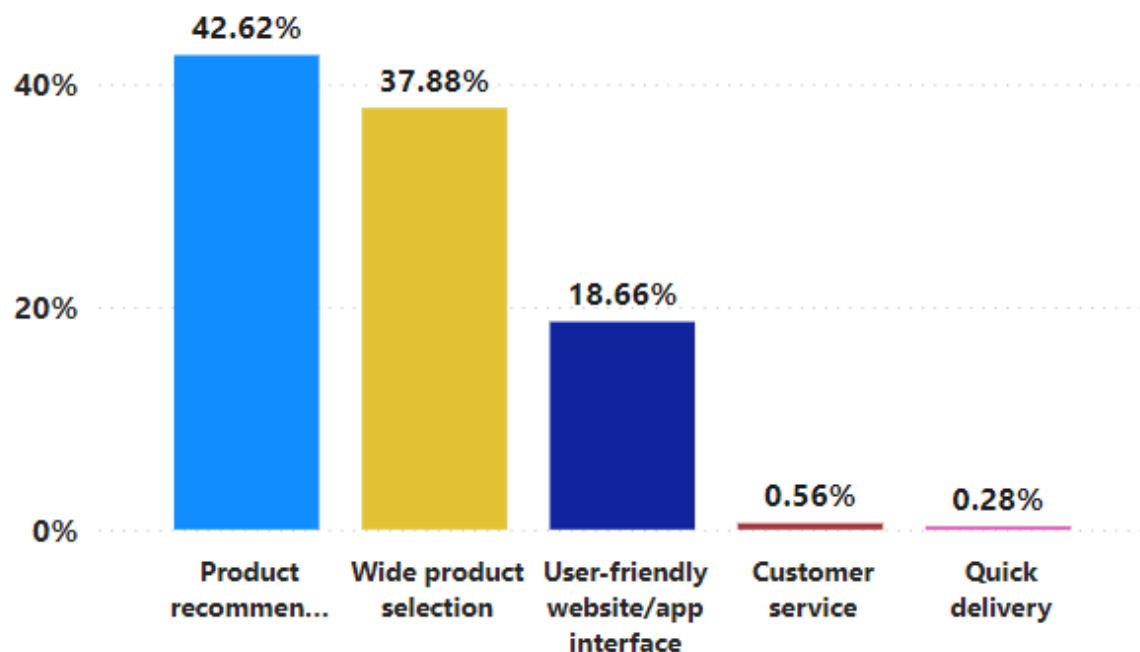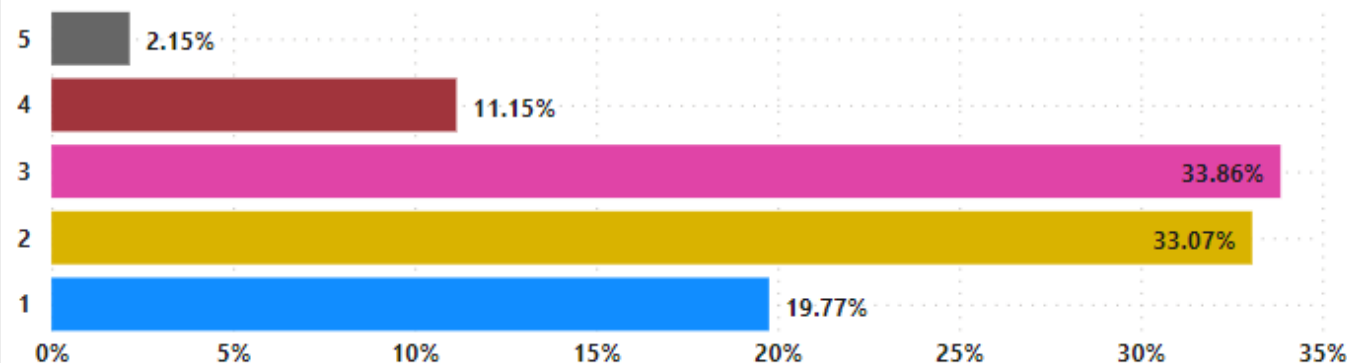
Amazon

Total Customer	Average of Age
511	**30.57**

Gender — All
age — All
Purchase_Ca... — All

Top 5 Service appreciation by Customers count

- Product recommen... — 42.62%
- Wide product selection — 37.88%
- User-friendly website/app interface — 18.66%
- Customer service — 0.56%
- Quick delivery — 0.28%

Shopping_Satisfaction

- 5 — 2.15%
- 4 — 11.15%
- 3 — 33.86%
- 2 — 33.07%
- 1 — 19.77%

Recommendation_Helpfulness

- 224 (43.84%)
- 143 (27.98%)
- 144 (28.18%)

- ● Sometimes
- ● Yes
- ● No

Overall Rating by gender

● Female ● Male ● Others

- 5
- 4 — 7.24%
- 3 — 33.86% | 12.33%
- 2 — 20.16% | 8.41%
- 1 — 6.07% | 3.72%
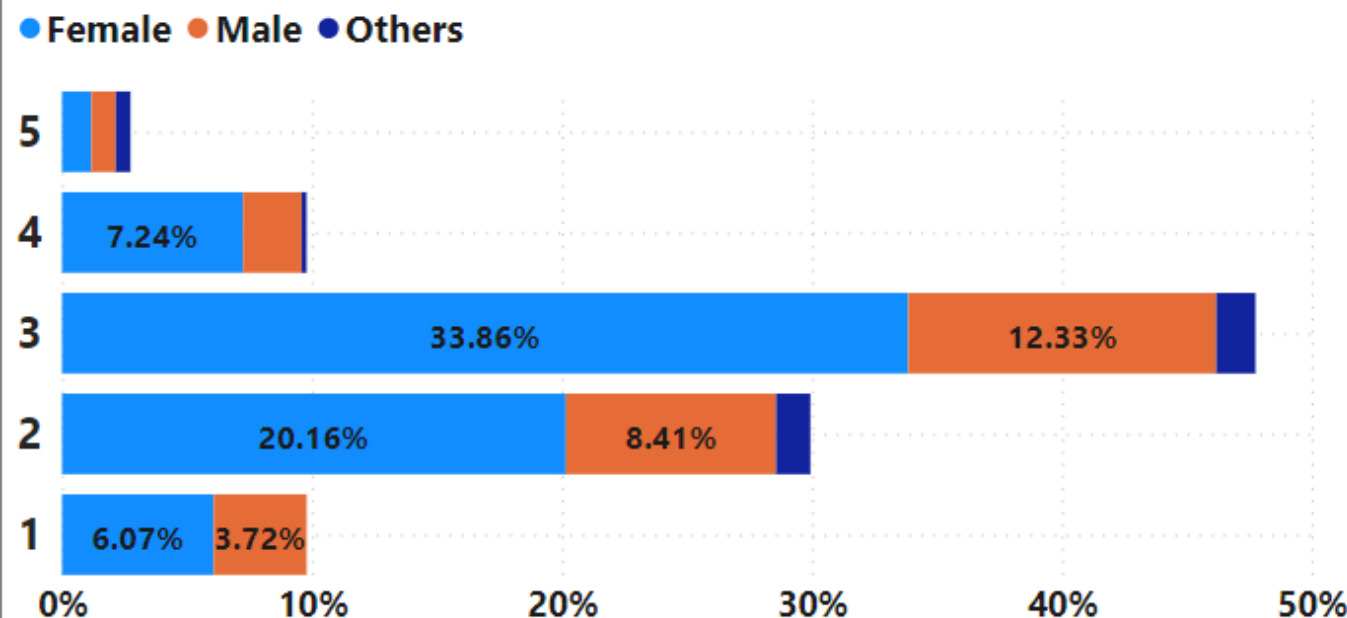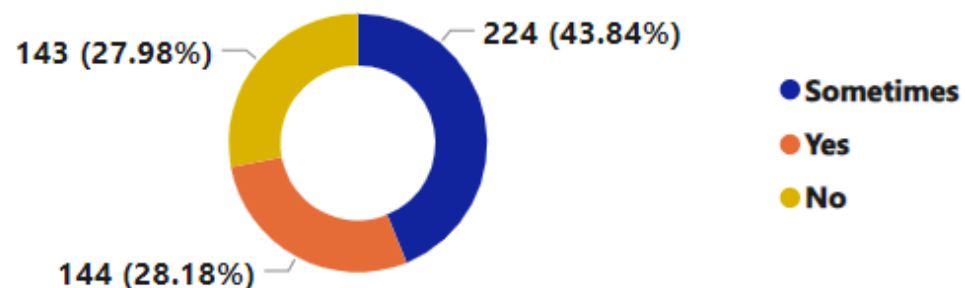
Insights:

- In the shopping satisfaction we can see that 33.86% of customers rating their satisfaction as 3 and 33.07% rating it as 2.

- that only 20% customers say "yes" to the frequency

- If talk about the Recommendation_Helpfullness, that only 28.18% of customers say "Yes" to the frequency of personalized recommendations. While 43.84% of customers find recommendations "Sometimes", and 27.98% of there are not satisfied with them.

- Customers appreciate aspects like product recommendations , wide product selection, user-friendly Etc. The mostly of customers appreciate to product recommendations . While a few customers appreciate to quick delivery.

Recommendations:

Elevate product quality standards and accuracy to meet customer expectations, Regular quality checks and accurate product descriptions can significantly improve customer satisfaction

Regards,
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