Ecommerce Customers

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What is the aim of this report?

To predict how the Yearly Amount Spend is influenced by various other features accessible in the dataset.

Observations:

From the given data we obtain the following equation,

$Yearly\ Amount\ Spent = 25.7210 * Avg.Session\ Length + 38.7460 * Time\ on\ App + 61.5560 * Length\ of\ Membership$

Hence, we can also say that the Yearly Amount Spent **does not** depend on Email of the Customer, Address of the Customer, Avatar of the Customer as well as Time spent on Website.
But only depends upon Avg. Session Length, Time spent on App, Length of Membership.

We obtain the following table as a result of the equation-

Yearly Amount Spent	Avg. Session Length	Time on App	Length of Membership	Percentage Change
126.023	1	1	1	0
151.744	2	1	1	16.95025833
164.769	1	2	1	23.51534573
187.579	1	1	2	32.81604018

We can conclude with a 98% confidence that for every,

1. 1 hour increase in Avg. Session Length there is a 16.95% increase in Yearly Amount Spent.
2. 1 hour increase in the Time spent on App there is a 23.515% increase in Yearly Amount Spent.
3. 1 year increase in Length of Membership there is a 32.816% increase in Yearly Amount Spent.