Rural VS. urban customers online

Analysing US market

01 **Overview: Why & What**

02 What am I basing this research on?

03 The Amazon customer in US

04 Rural or Urban

05 Predicting total spending

06 Findings and conclusions

Overview

1 Why

See the **difference** between these two types of consumers in the digital environment

2 What

Should my e-commerce implement **differentiated** tactics for these two audiences?

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What am I basing this research on?

Datasets used

2.644 individual urban areas in US

64.248 individual amazon consumers from US

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Amazon sales in US

Period 2020-21

$386B

Total real sales

$233M

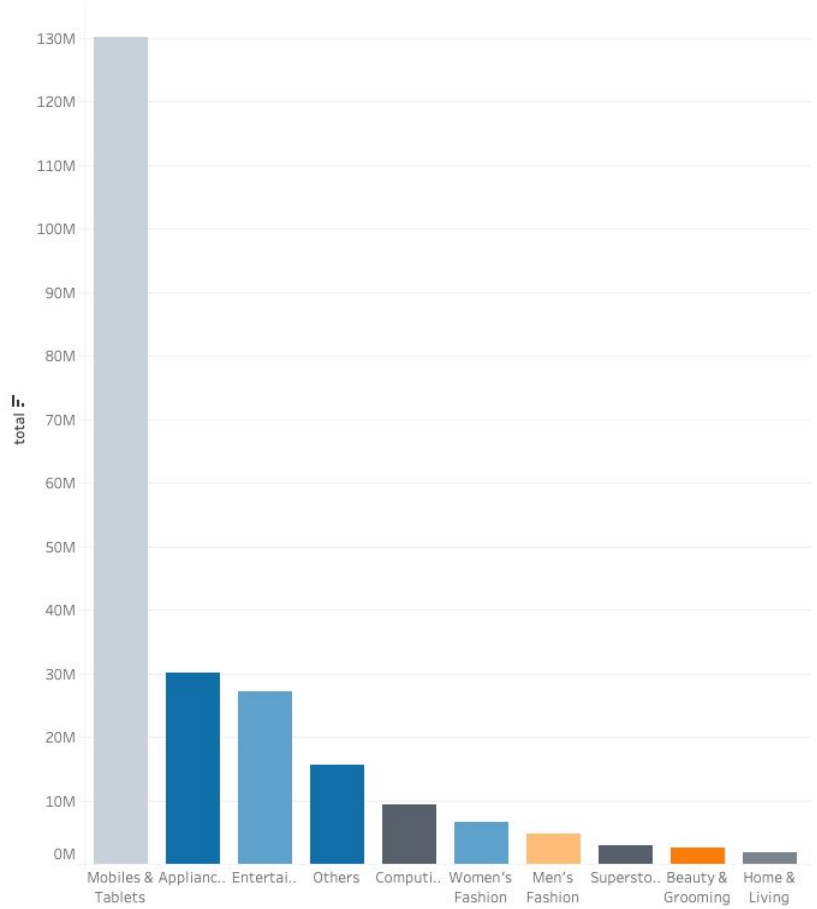
Total sales of data sample

The Amazon customer in US

Total amount sales by category

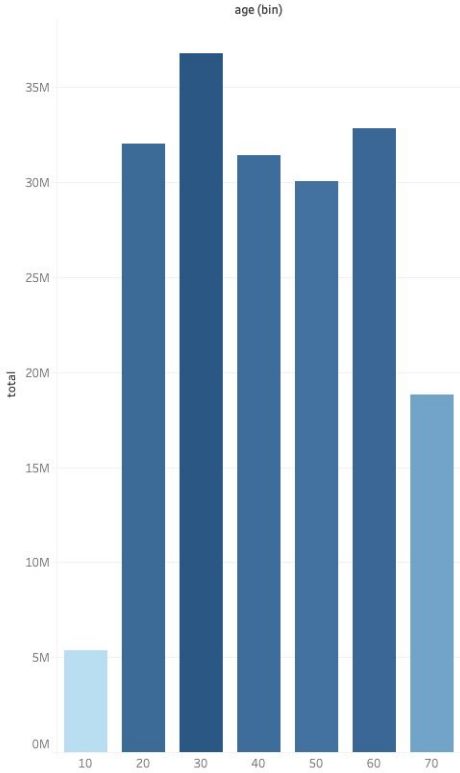
75% of the sales

Mobile & Tablets
Appliances
Entertainment



The Amazon customer in US

Total spend by age group in TOP 3 categories



86% of customers

between 20 and 60 years old

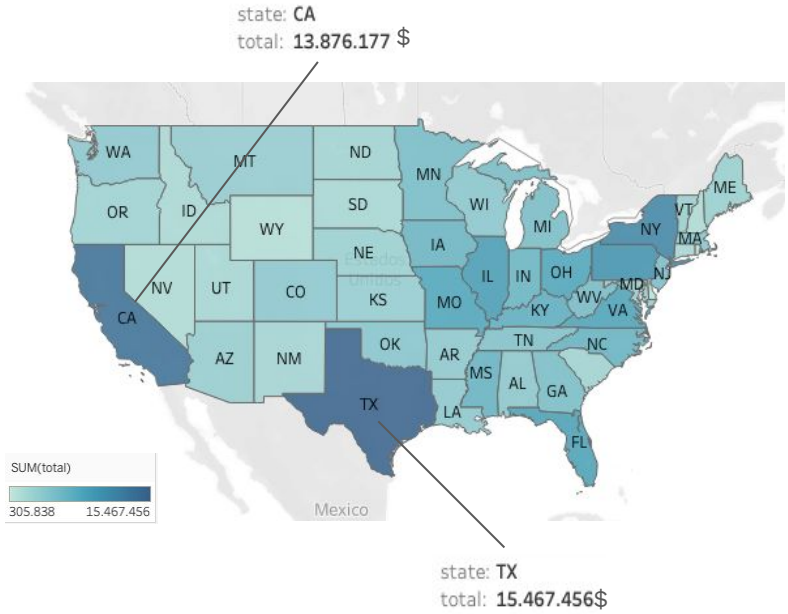
The Amazon customer in US

Total spend by state

States that accumulate higher sales:

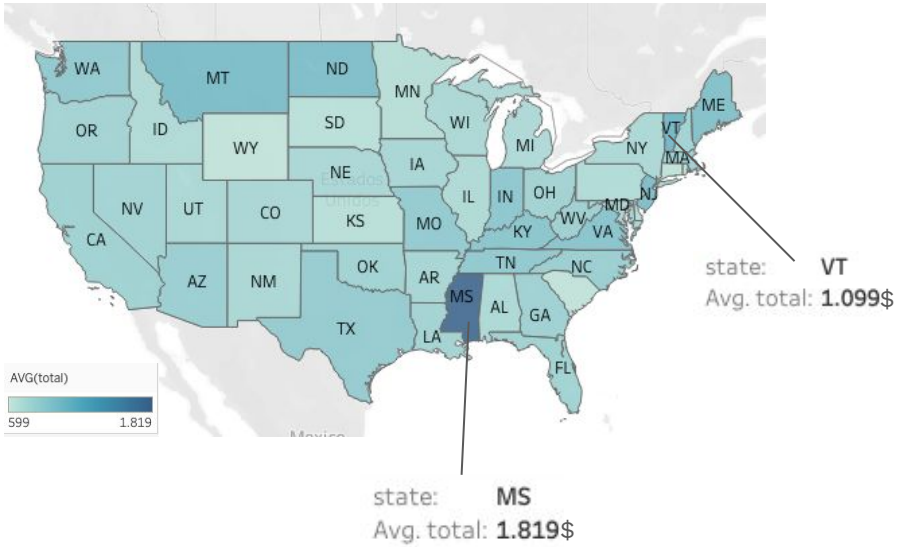
California (popul. 11.9%)
Texas (popul. 8.7%)

13% of the total sales



The Amazon customer in US

Average spend by state



$815 average spend

States that on average spent the most:

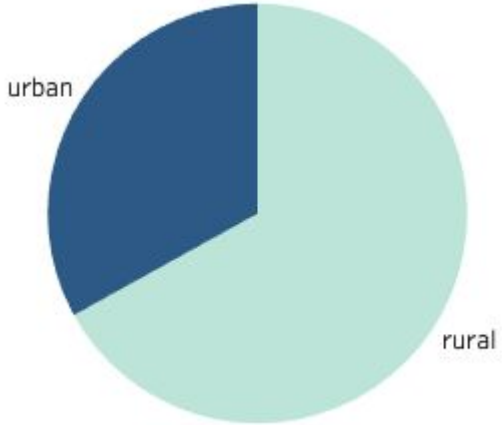
1st Mississippi
2nd Vermont

The Amazon customer in US

Urban Vs. rural average sales

70% average sales are from RURAL areas

Mississippi and Vermont

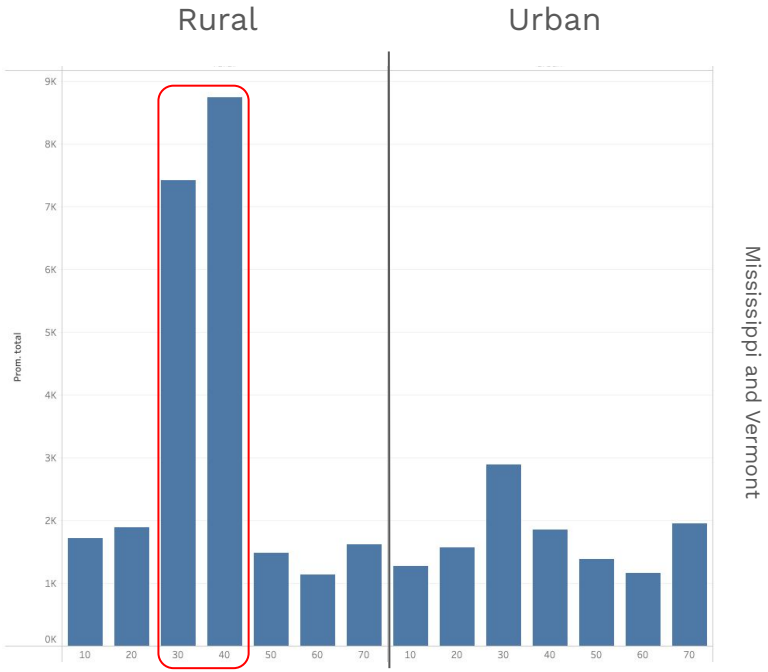


The Amazon customer in US

Average sales by age in TOP 3 categories

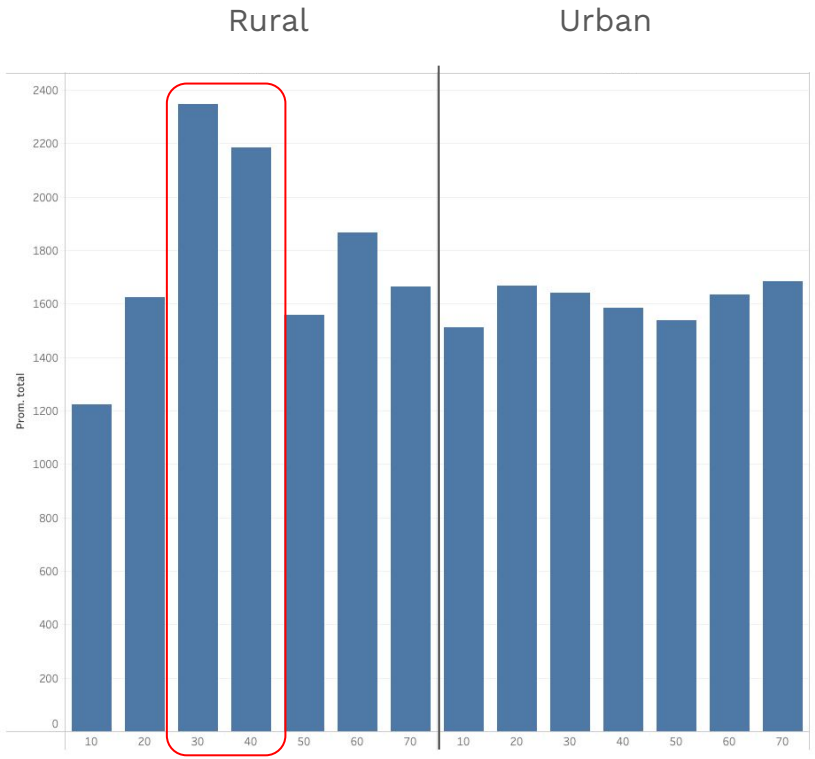
30’s-40’s

consumers from RURAL areas in
Mississippi and Vermont
spend more on average



The Amazon customer in US

Average sales by age in TOP 3 categories



30’s-40’s

consumers from RURAL areas spend more on average in the whole country

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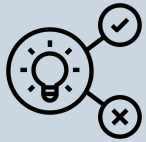
Hypothesis

Do customers in their
30s and 40s in **rural** areas **spend**
more than those in the **city**?

Hypothesis

Yes, they do!

After testing our hypothesis, I have been able to verify that our suspicions were correct, and the results leave no doubt.



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My machine learning model

Can we **predict** how much are going to **spend** this consumers in their
30s and 40s in **rural** areas?

↓

Yes!

With an R2 score success rate of 70%.

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Findings and conclusions

Highlights

1

75% of

Amazon **sales** are in 3 categories:

1. Mobile & Tablets
2. Appliances
3. Entertainment

2

The consumer **average spend** in US in 2020-21 was

$815

3

1st Mississippi
2nd Vermont

are the states that on average **spent the most**

4

Where

70%

customers are from **RURAL** areas

5

30's & 40's

consumers from **RURAL** areas spend more on average in the **whole country**

Thank you