

# **Costumers tendecy for Online Shopping**

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# AGENDA

Campaign Goals	-----1
Survey	-----2
Tools	-----3
Summary	-----4

# CAMPAIGN GOALS

## GOAL NO. 1

To understand how covid 19 changed online buying behaviour of the costumers

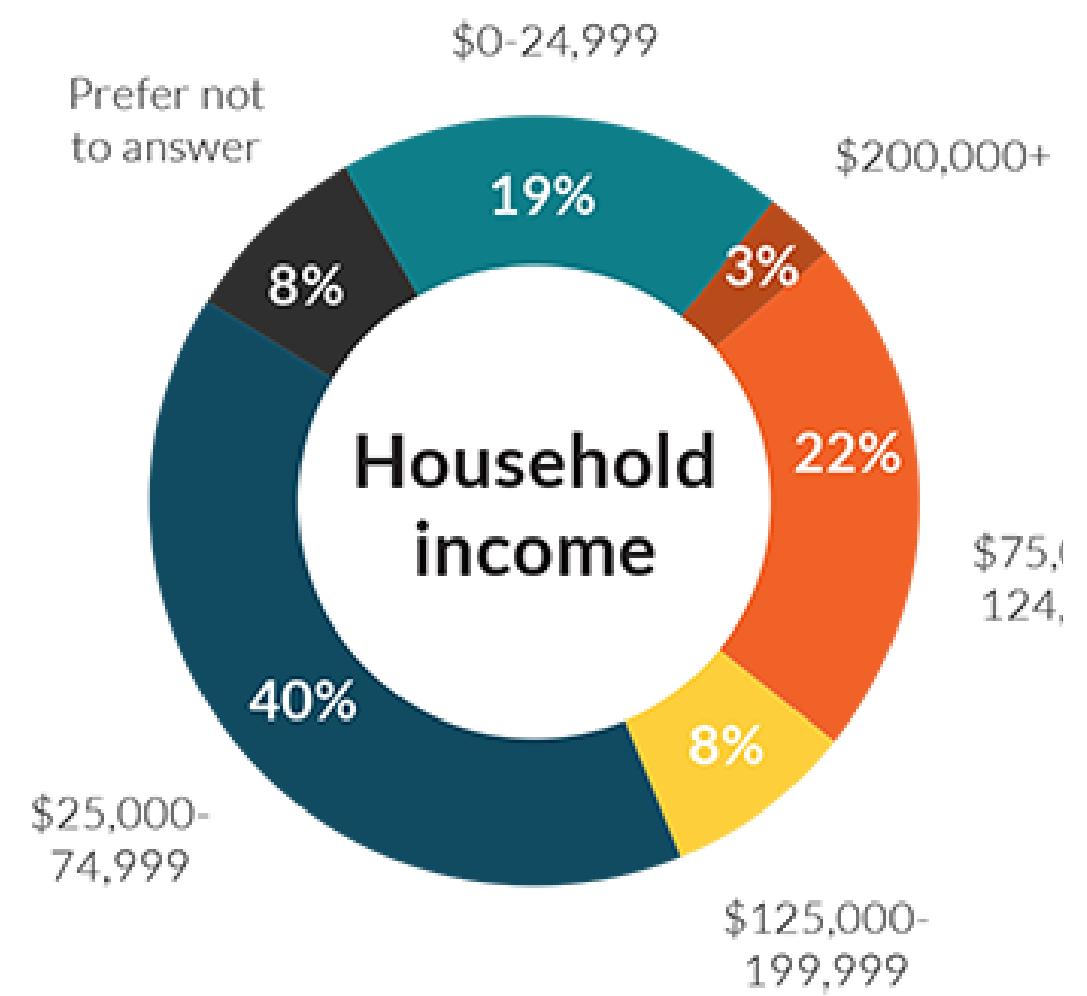
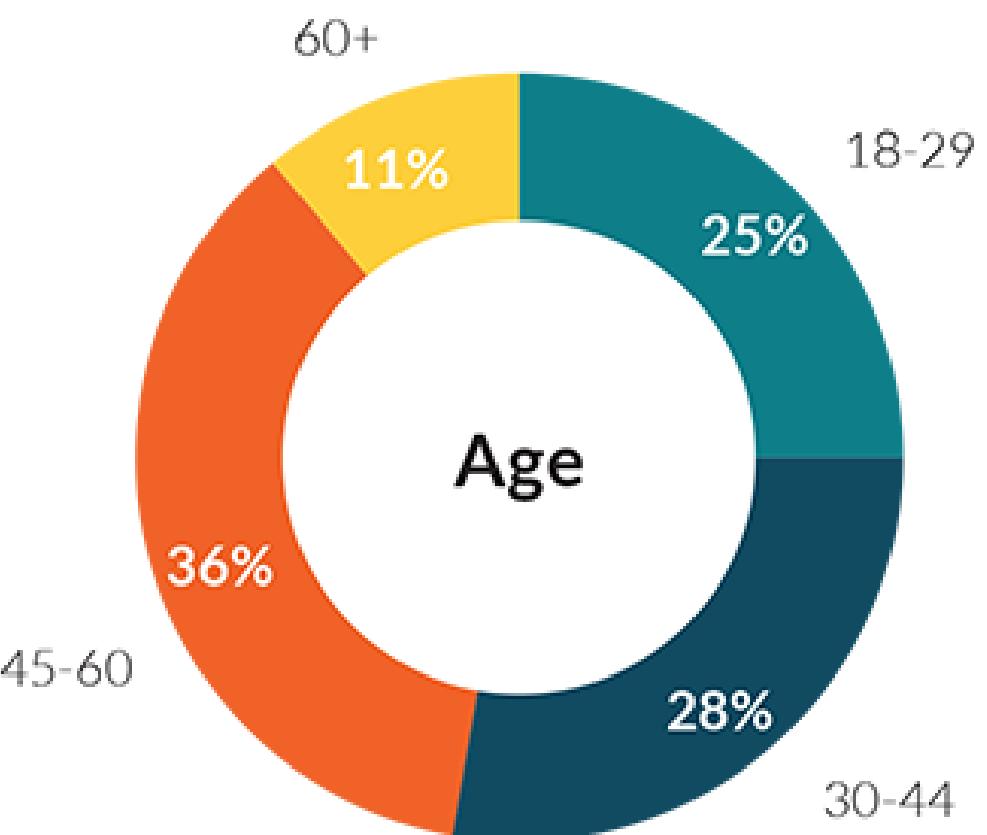
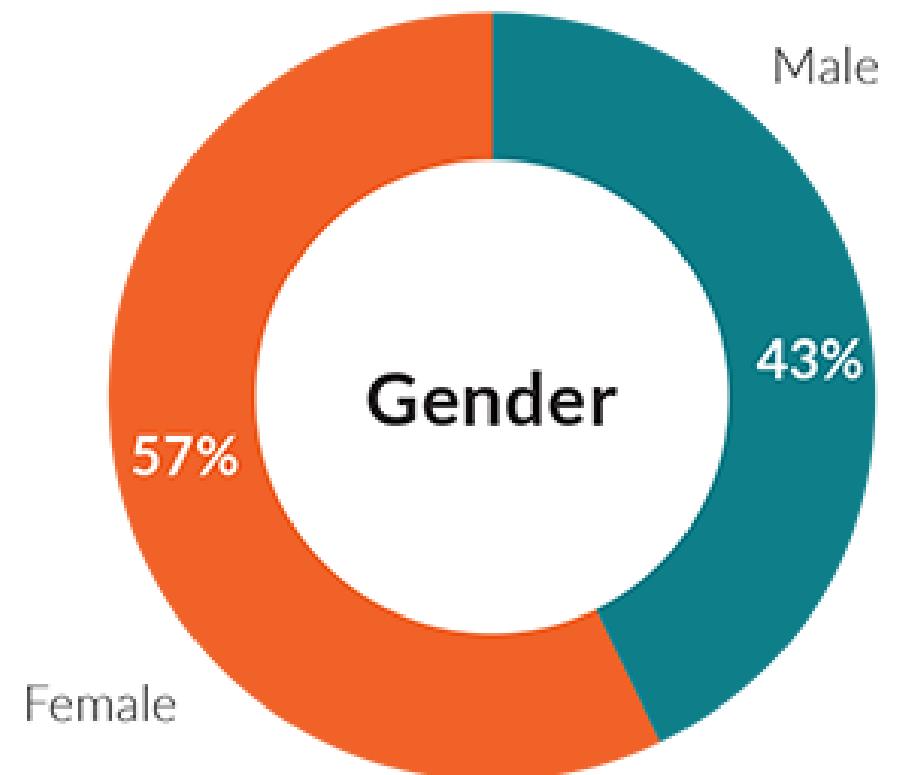
## GOAL NO. 2

Using surveys and datasets to anaylze topic more in detail.

## GOAL NO. 3

To learn how to apply database tools and visuals

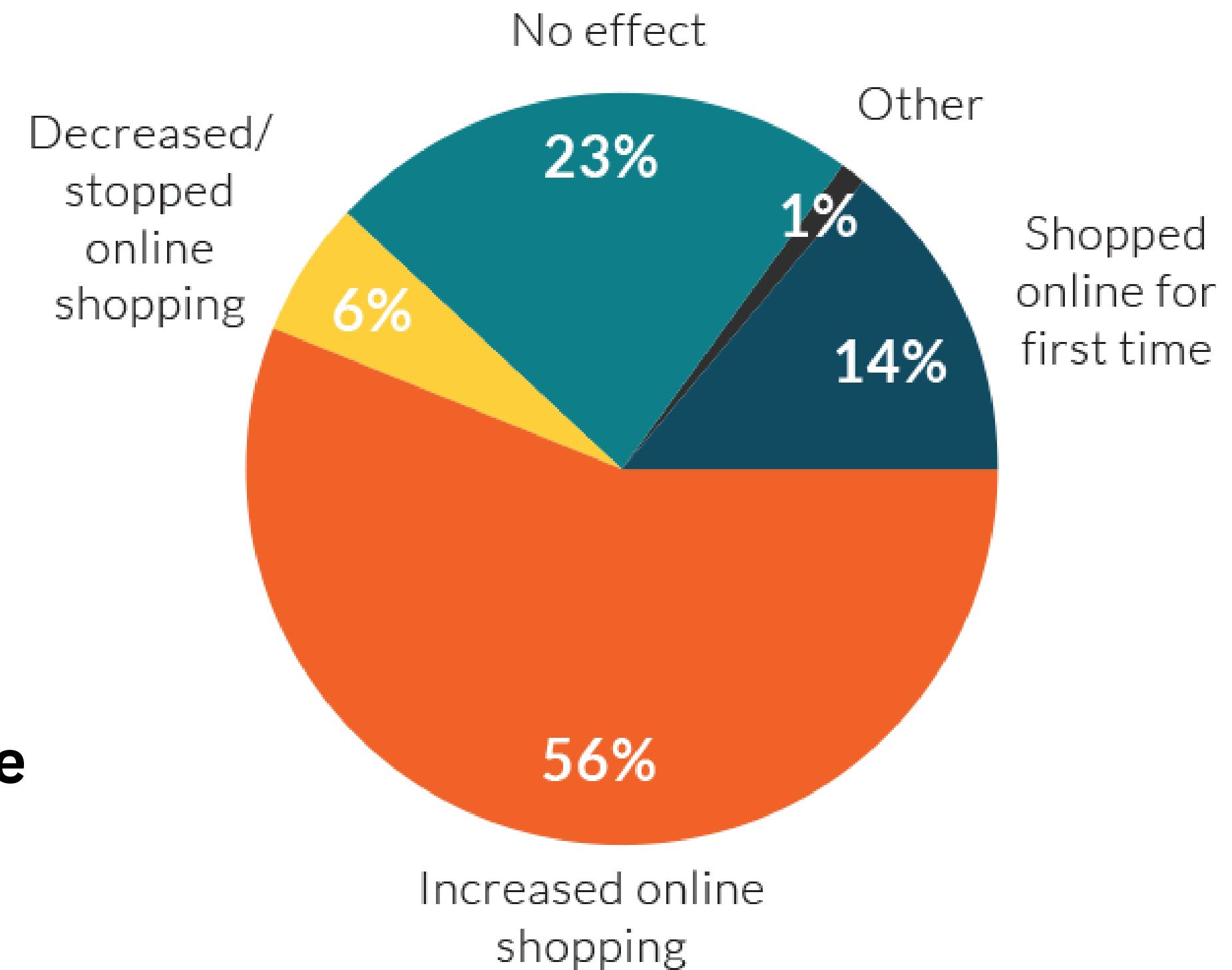
# Survey results



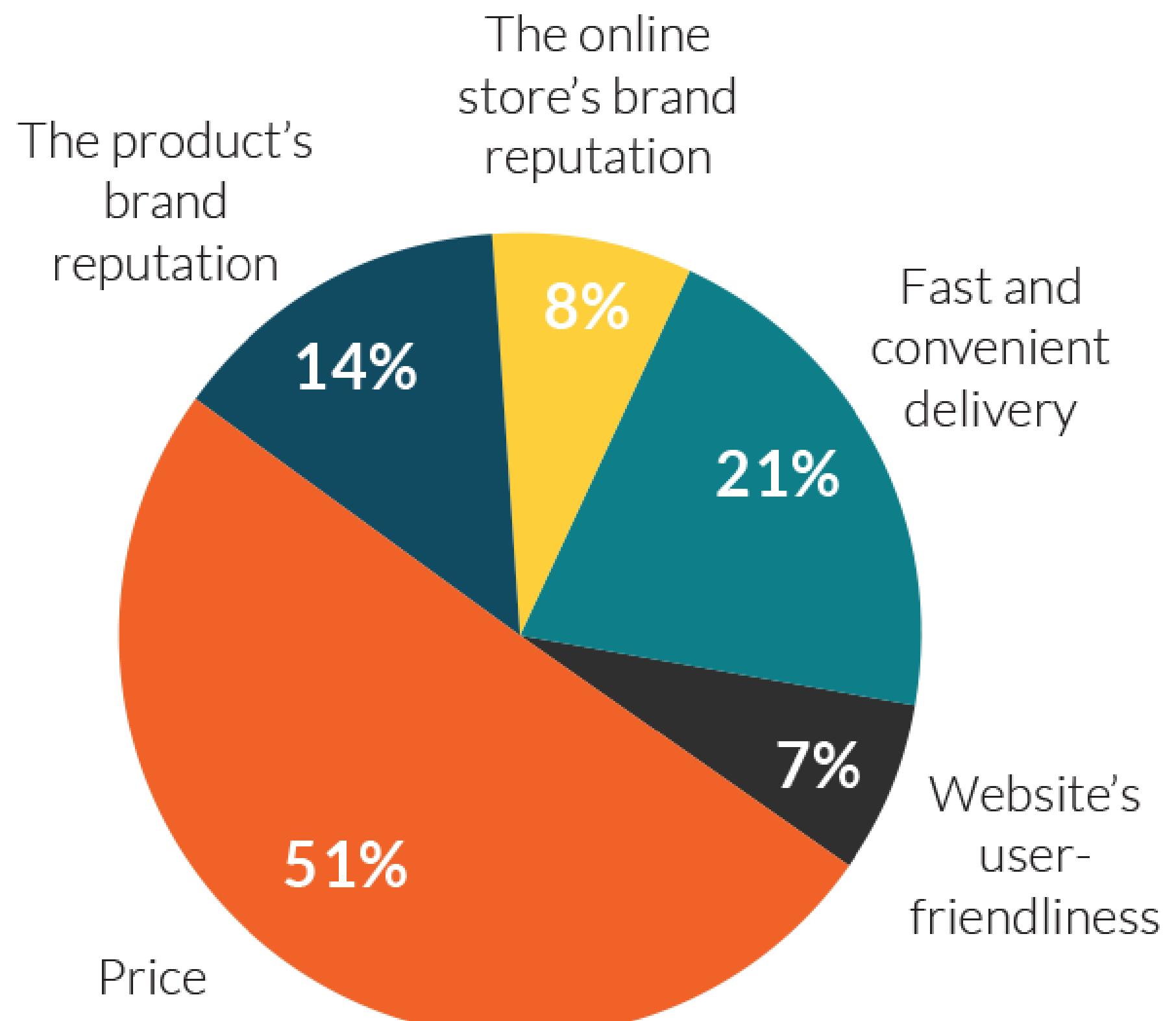
## How has the coronavirus outbreak affected consumers' online shopping?

**14% shopped online for the first time while 56% increased their online spending**

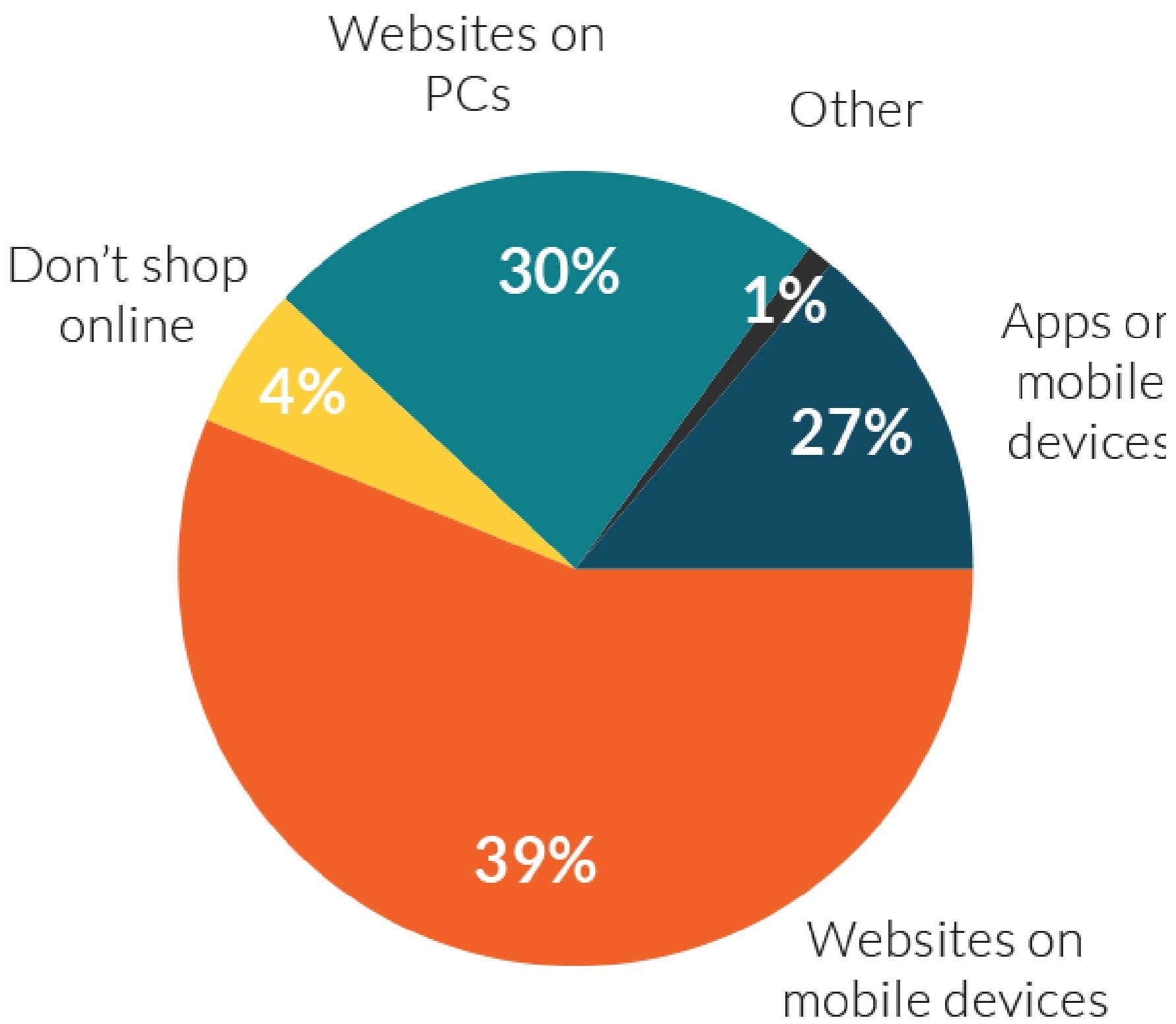
The pandemic has fueled a surge in online shopping, with both existing online shoppers and new adopters significantly increasing their eCommerce activity.



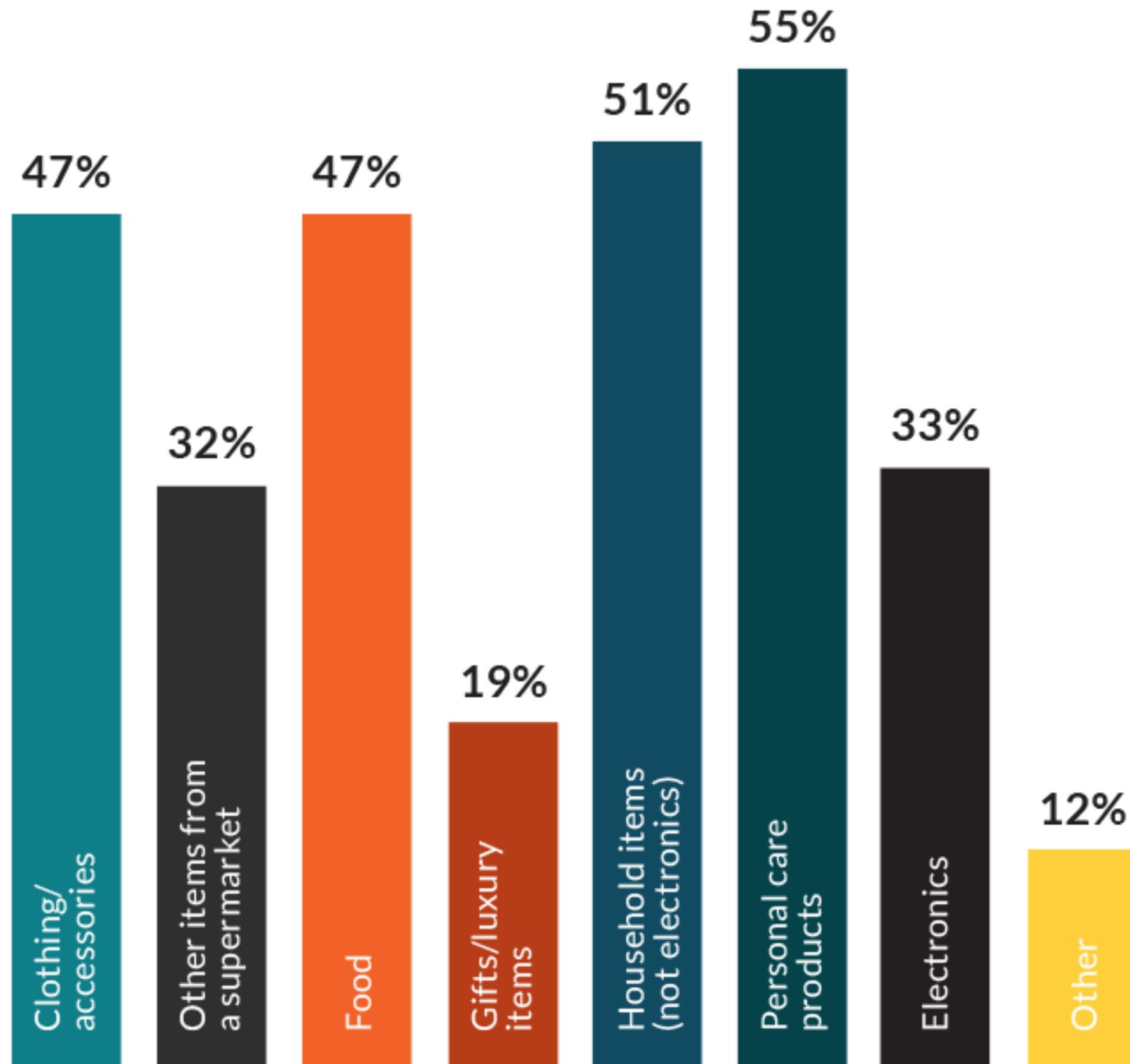
Which element do consumers say has the most influence on their online purchases?



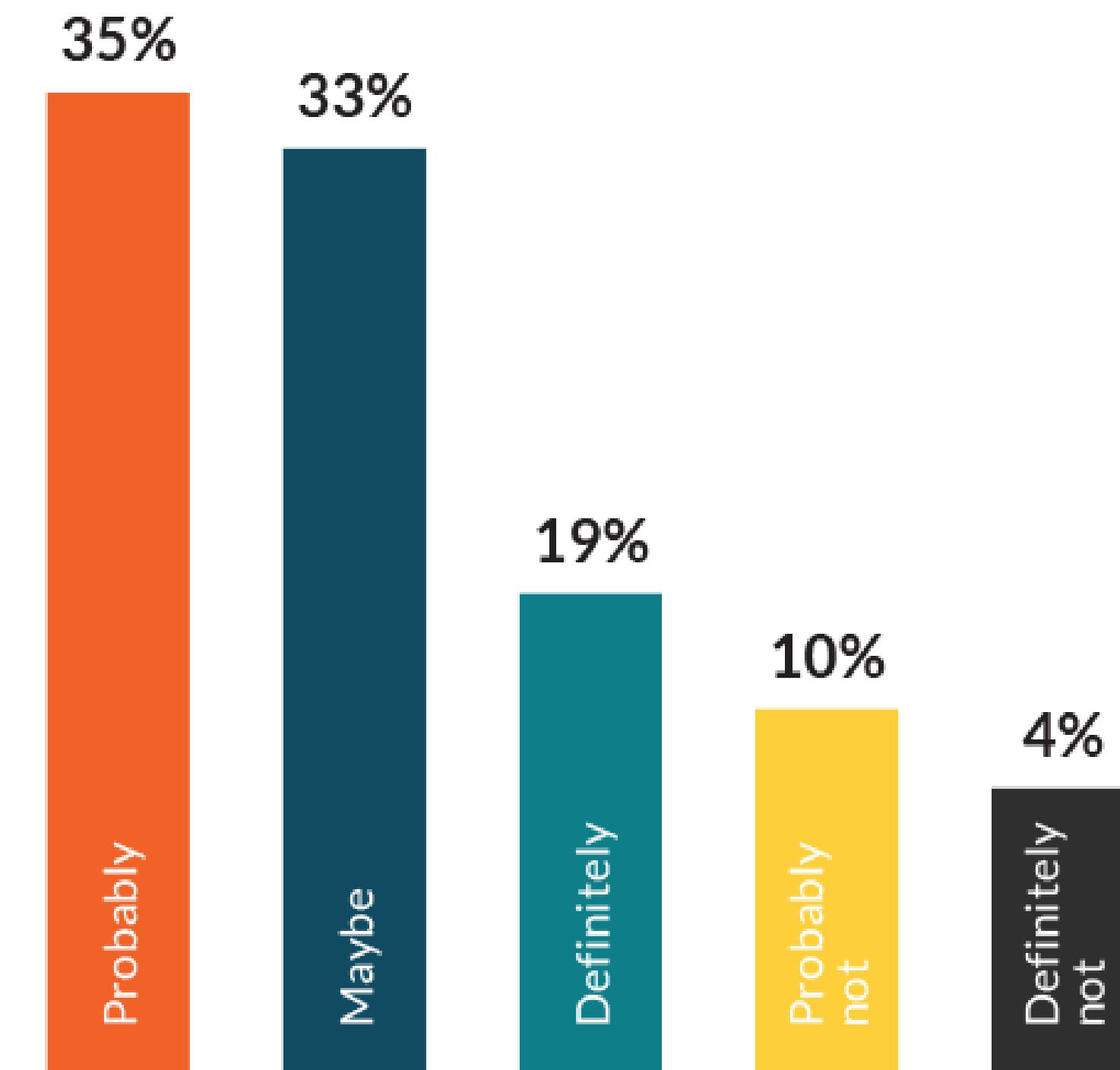
At this point in the outbreak, how do consumers most often shop online?



Which product types have consumers bought online since the start of the outbreak?



While shopping for a product in an online store, how many would click an ad showing a similar product at a lower price from a competing store?



# Usefull takeaways form survey

Following the COVID-19 outbreak, 75% of respondents anticipate either sustaining or amplifying their online shopping habits. This is a positive indication of the ongoing trend of increased online shopping since the onset of the pandemic. In our survey, 51% of participants expressed their intention to maintain their current level of online shopping post-outbreak, while 24% foresee an escalation in their online shopping activities

According to the survey findings, a significant 91% of respondents had engaged in online shopping during April or had plans to do so (excluding groceries). Additionally, an impressive 68% anticipated their online spending to exceed \$50 by the end of the month. Moreover, 40% of the participants expressed their expectation to spend more than \$100 per month on online purchases.

**During the COVID-19 outbreak, a significant portion, specifically over 45% of respondents, had made online purchases of clothing, household items, and personal care products. These categories emerged as the most popular choices among participants, surpassing other product types. Food and clothing were also highly sought-after, with slightly less than 50% of respondents indicating their online purchases in these categories during the outbreak period.**

**Only 27% of respondents primarily engage in online shopping through native mobile apps. Interestingly, the majority of participants indicated a higher preference for shopping on websites rather than mobile apps. This finding is noteworthy considering the potential challenges faced by visitors on online shopping websites, such as unauthorized ad injections, which can distract and disrupt the shopping experience. The absence of a brand-focused environment in native mobile apps makes shoppers more vulnerable to these interruptions.**

**During the COVID-19 pandemic, 51% of shoppers exhibited a high sensitivity to prices when making online purchasing decisions. In our survey, respondents were asked to rank five factors in terms of importance, and over half of them prioritized price as the most significant factor. Additionally, a substantial 75% of participants considered price as one of the top two influential factors when making their purchase decisions**

**A significant 54% of consumers display a likelihood to click on injected ads, which highlight competitor promotions. These injected ads are present in more than 20% of online shopping sessions annually. When participants were questioned about their inclination to click on an ad during their session that presented a lower-priced alternative, only 4% firmly stated that they would not click on such an ad. This finding emphasizes the impact of consumer distractibility and price sensitivity on retailers' sales figures, particularly considering that online shoppers predominantly utilize websites rather than mobile apps.**

# Tools used for analysing data

Excel and python were used to analysing existing dataset and survey



# Step 1

**Google collab was used to clean and prepare existing dataset with python codes**



The screenshot shows the Google Colab interface. On the left is a file browser showing a directory structure with files like 'drive', 'sample\_data', 'cleaned\_online.csv', and 'online.csv'. The main area contains a code editor with the following Python code:

```
[1] import pandas as pd
[11] df = pd.read_csv('online.csv')
[12] # Data cleaning and preparation steps
# Example steps:
# 1. Handling missing values
df.dropna(inplace=True)

[13] # 2. Removing duplicates
df.drop_duplicates(inplace=True)

[15] # Save the cleaned dataset
cleaned_dataset_path = 'cleaned_online.csv'
df.to_csv(cleaned_dataset_path, index=False)

# Print the cleaned dataset
print(df.head())
```

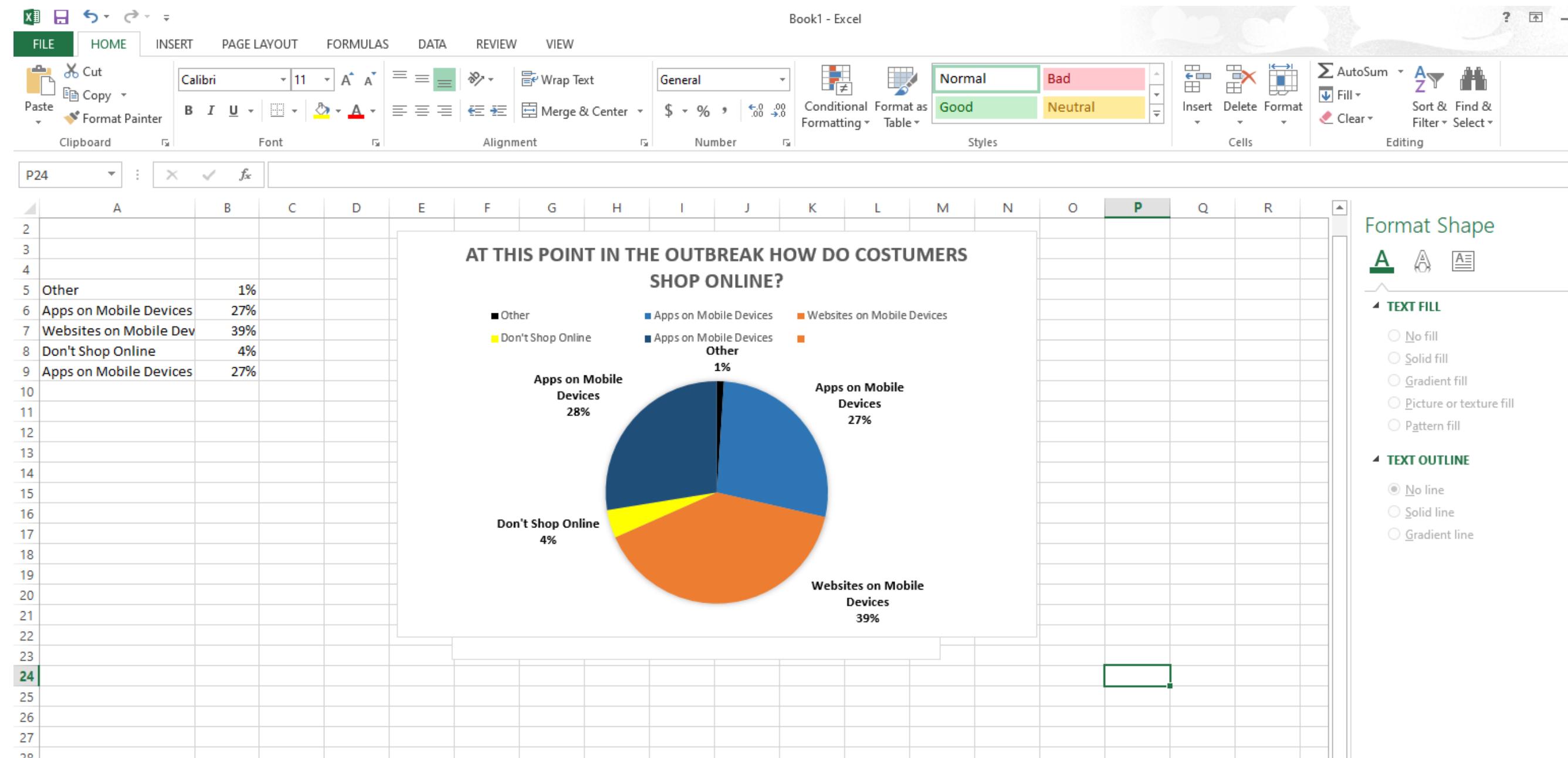
Below the code, the output shows the first four rows of the cleaned dataset:

	Administrative	Administrative_Duration	Informational	Informational_Duration
0	0	0.0	0	0.0
1	0	0.0	0	0.0
2	0	0.0	0	0.0
3	0	0.0	0	0.0

At the bottom, it says '0s completed at 11:12AM'.

# Step 2

Excel was used for  
visuals



# Summary

Through this I was able to experience how to use datas and manimulate them to make usage and understanding more clear. Also I learned how to prepare and clean data to avoid any dublications also to clearly analysze data using visual tools.