**Consumer Behaviour Analysis in an Online Fashion Store**

**The following practical case was created using artificial intelligence, utilizing a dataset from the public domain regarding consumer behaviour and purchasing habits.**

**Scenario:** Imagine you work as a data analyst for an online fashion store called 'FashionTrend'. The company is keen on understanding and enhancing the online shopping experience for its customers. To achieve this, they have gathered data on consumer behaviour and purchasing habits on their platform.

To accomplish this, I will:

* Conduct an exploratory analysis of the data to comprehend general trends and buying patterns.
* Segment customers into groups based on their purchasing habits and preferences to create segmentation.
* Use review ratings to assess customer satisfaction and how it relates to other factors.
* Analyse the effectiveness of discounts and suggest future strategies.
* Identify areas for improvement in the shopping experience, such as shipping types and product recommendations.

Publicly available dataset:

https://www.kaggle.com/datasets/zeesolver/consumer-behavior-and-shopping-habits-dataset