In 2023

Explore Amazon Customer Behaviour

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Content

Part 1

Introduction

Dataset Description

Name: Amazon Customer Behavior Survey

From: Kaggle

Topic: the behavior of Customers.

Data:

Out[72]:

	Timestamp	age	Gender	Purchase_Frequency	Purchase_Categories	Personalized_Recommendation_Frequency	Browsing_Frequency	Product_Search_Met
0	2023/06/04 1:28:19 PM GMT+5:30	23	Female	Few times a month	Beauty and Personal Care	Yes	Few times a week	Keyv
1	2023/06/04 2:30:44 PM GMT+5:30	23	Female	Once a month	Clothing and Fashion	Yes	Few times a month	Keyv
2	2023/06/04 5:04:56 PM GMT+5:30	24	Prefer not to say	Few times a month	Groceries and Gourmet Food;Clothing and Fashion	No	Few times a month	Keyv
3	2023/06/04 5:13:00 PM GMT+5:30	24	Female	Once a month	Beauty and Personal Care;Clothing and Fashion;...	Sometimes	Few times a month	Keyv
4	2023/06/04 5:28:06 PM GMT+5:30	22	Female	Less than once a month	Beauty and Personal Care;Clothing and Fashion	Yes	Few times a month	F
...	...	...	...	...	...	...	...	
597	2023/06/12 4:02:02 PM GMT+5:30	23	Female	Once a week	Beauty and Personal Care	Sometimes	Few times a week	categc
598	2023/06/12 4:02:53 PM GMT+5:30	23	Female	Once a week	Clothing and Fashion	Sometimes	Few times a week	F
599	2023/06/12 4:03:59 PM GMT+5:30	23	Female	Once a month	Beauty and Personal Care	Sometimes	Few times a week	categc
600	2023/06/12 9:57:20 PM GMT+5:30	23	Female	Few times a month	Beauty and Personal Care;Clothing and Fashion;...	Yes	Few times a month	Keyv
601	2023/06/16 9:16:05 AM GMT+5:30	23	Female	Once a week	Clothing and Fashion	Sometimes	Multiple times a day	Keyv

602 rows × 23 columns

Background

Why we chose this dataset ?
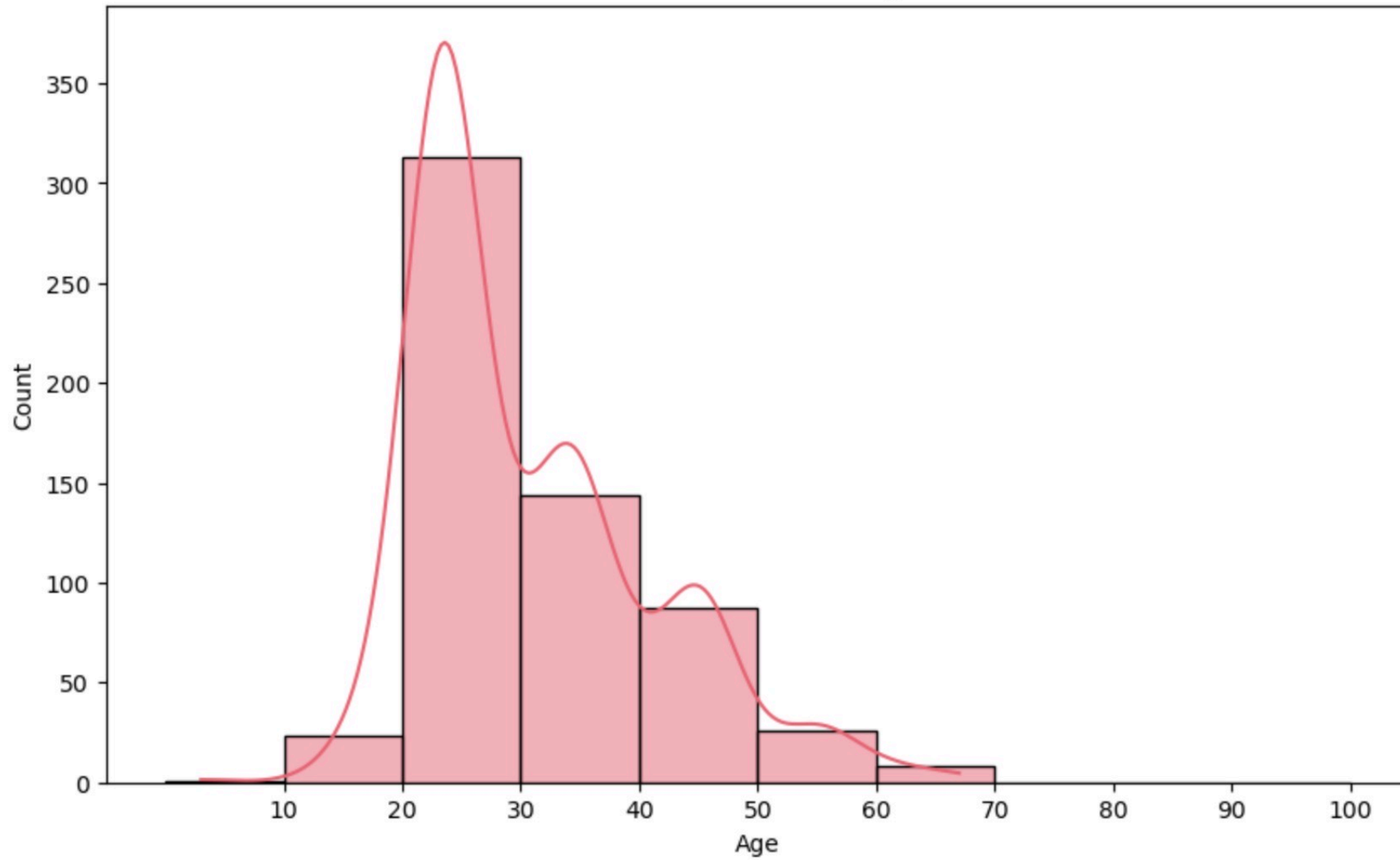
Part 2
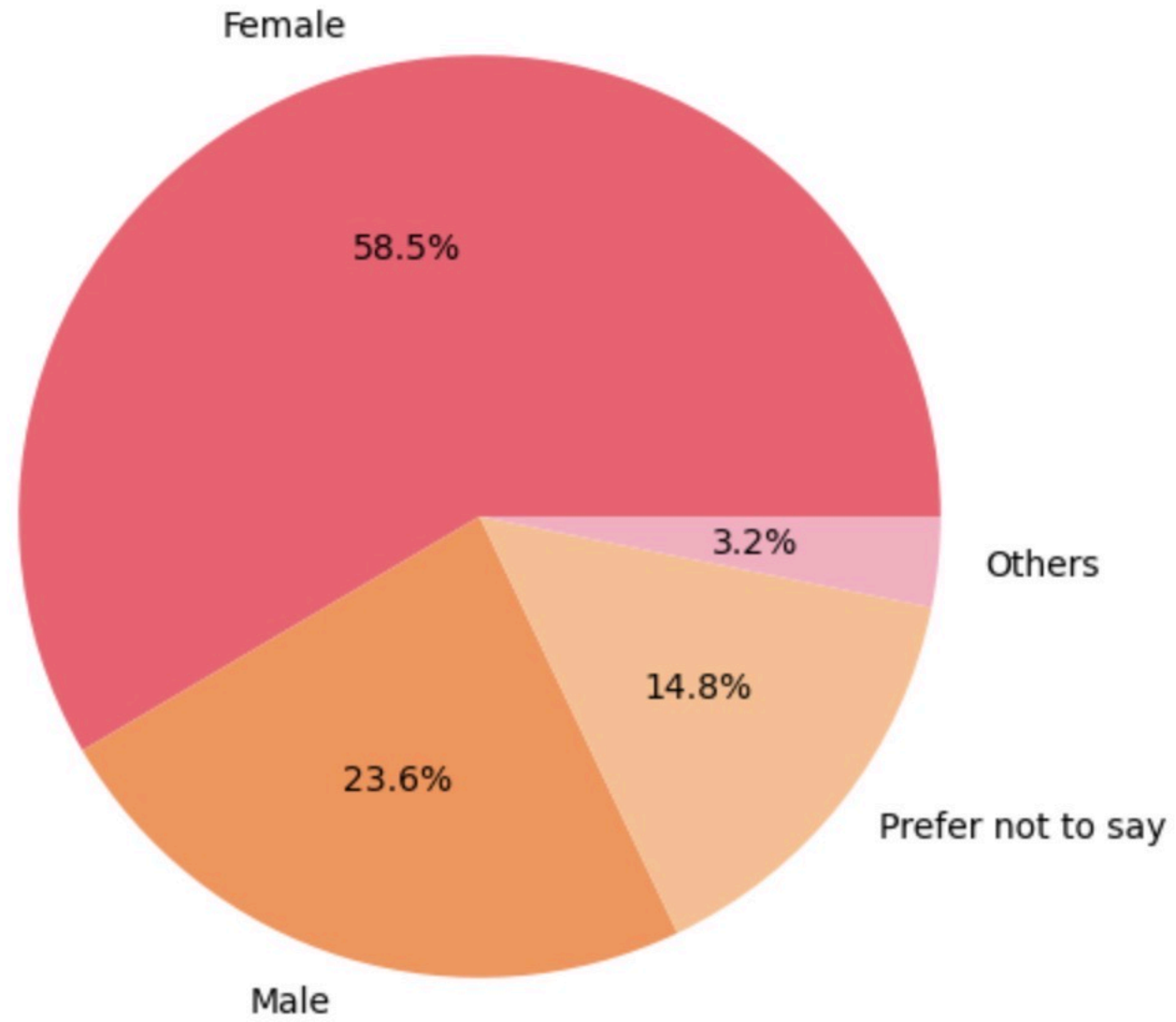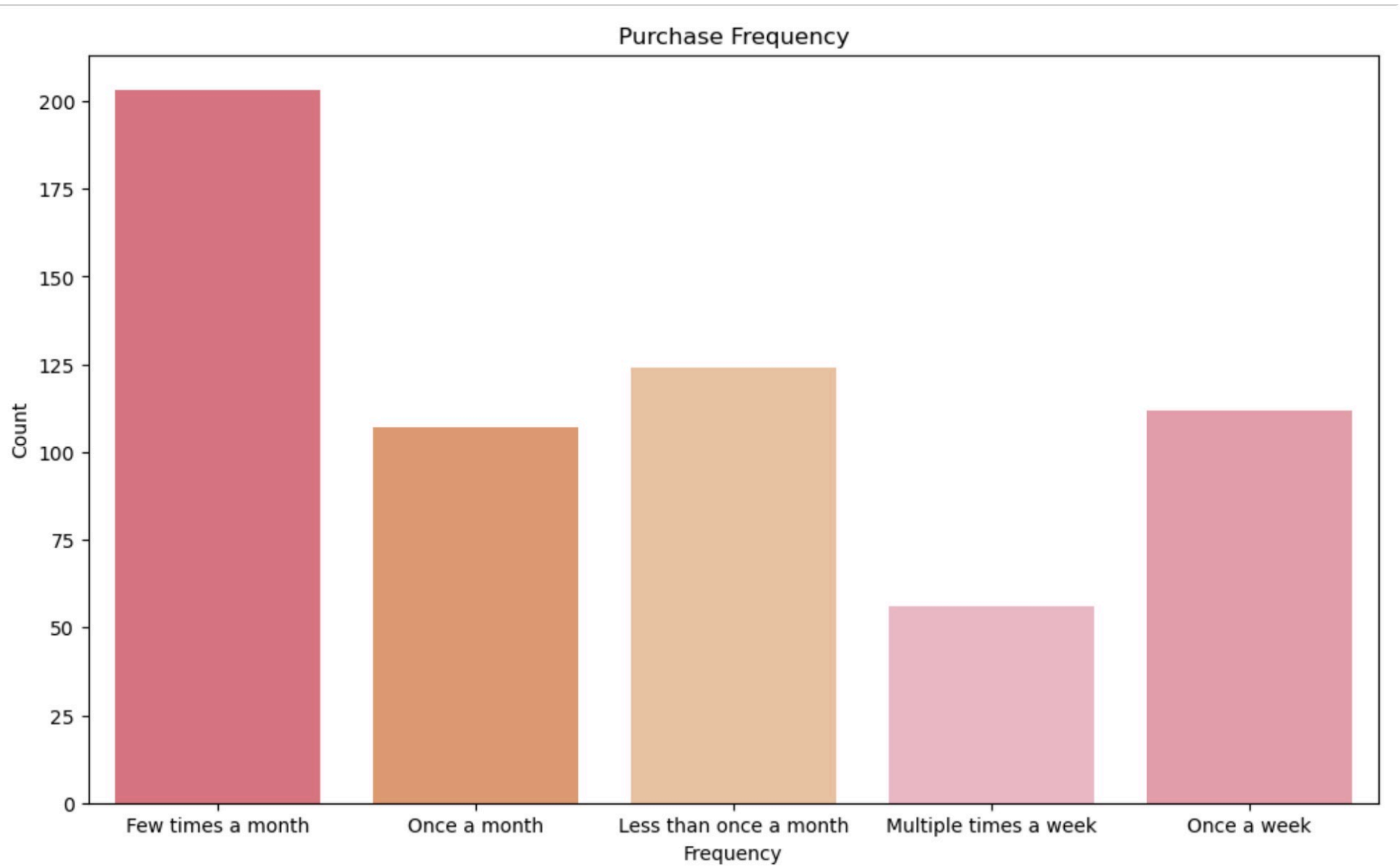
Analysis

Distribution of User Ages

Gender Distribution

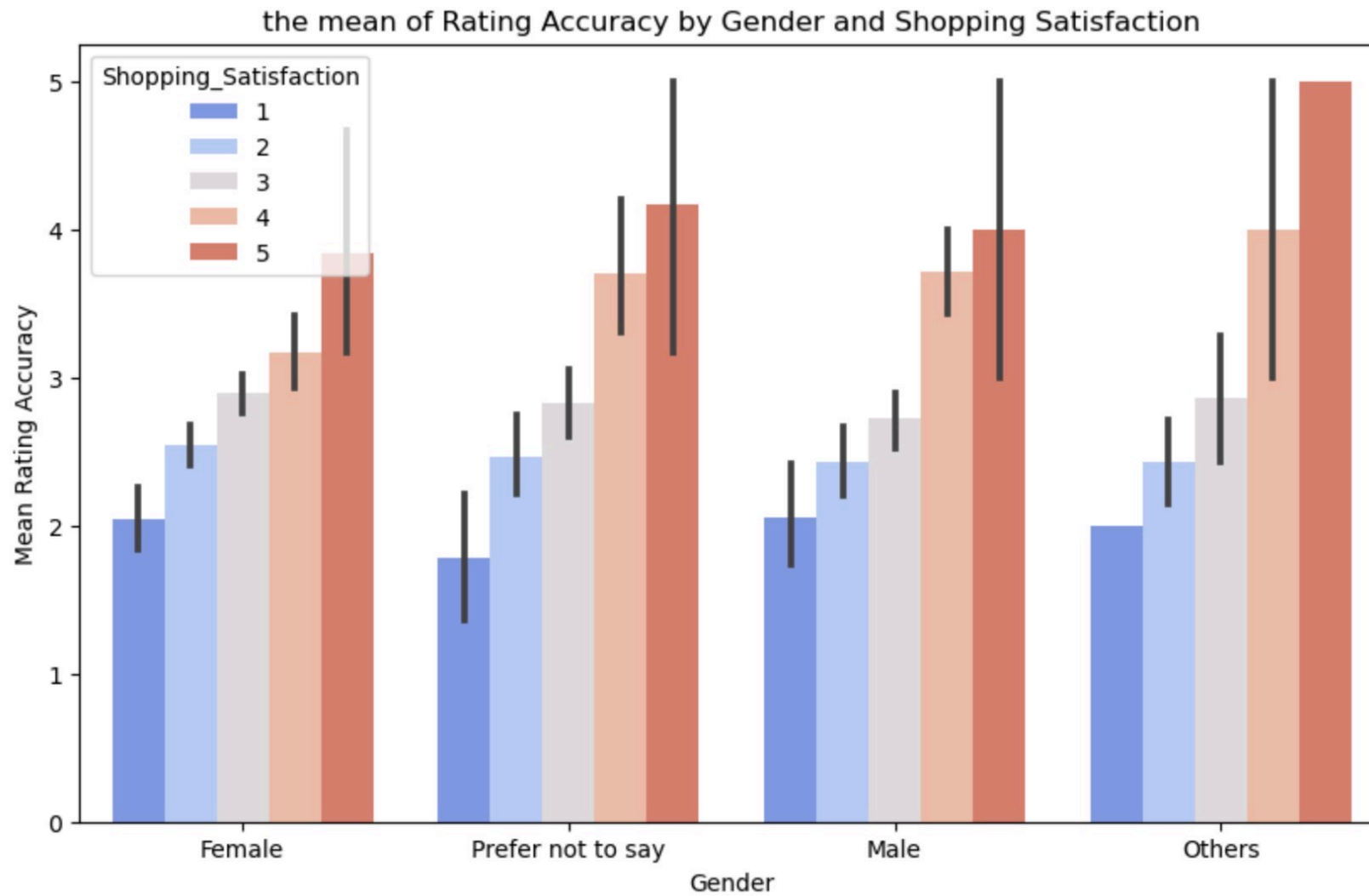Purchase Frequency
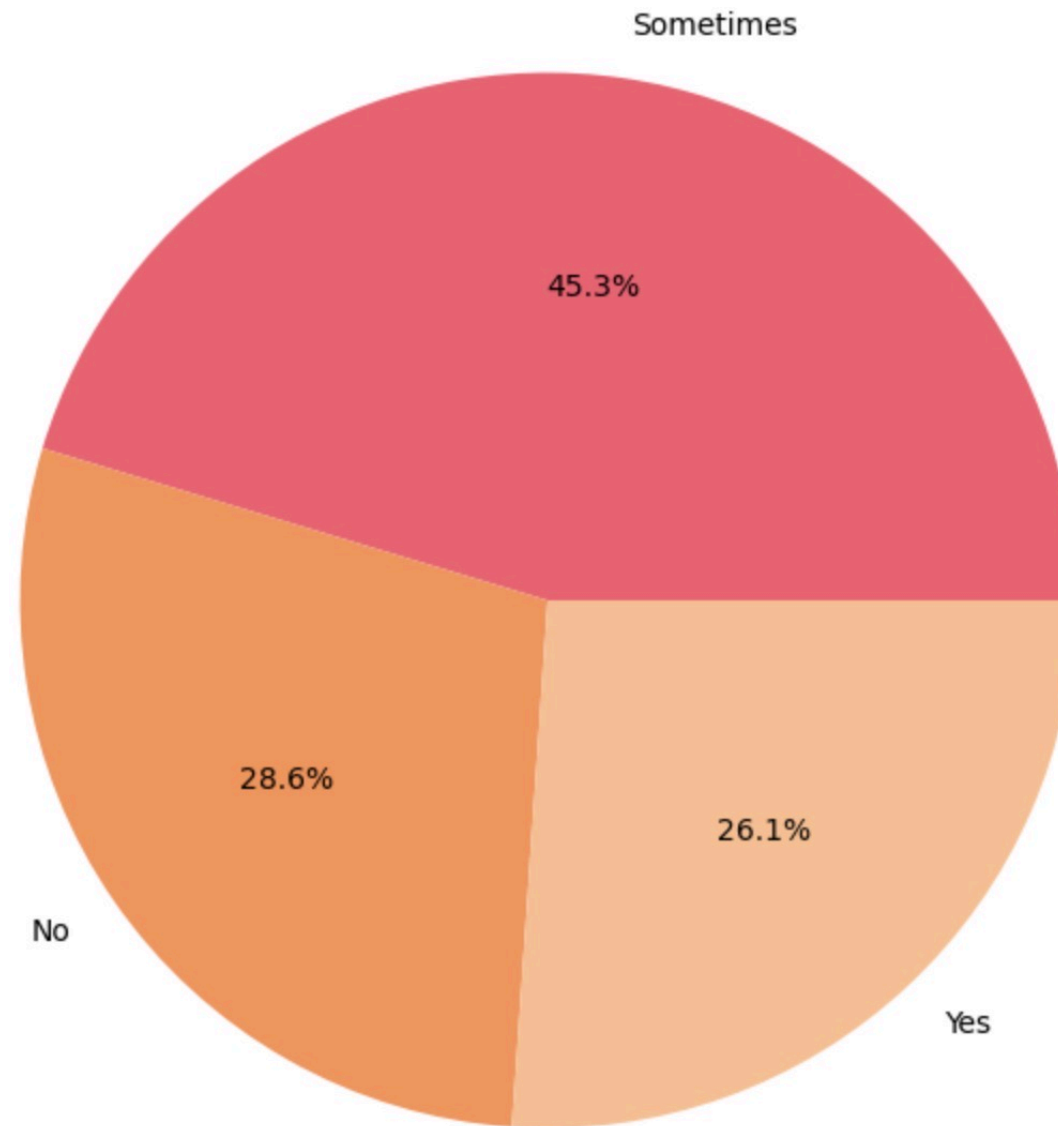
The relation between Age and Rating Accuracy

Back

the mean of Rating Accuracy by Gender and Shopping Satisfaction

Distribution of Recommendation Helpfulness

Sometimes

45.3%

No

28.6%

Yes

26.1%

Browsing Frequency

Product Search Method

Search Result Exploration
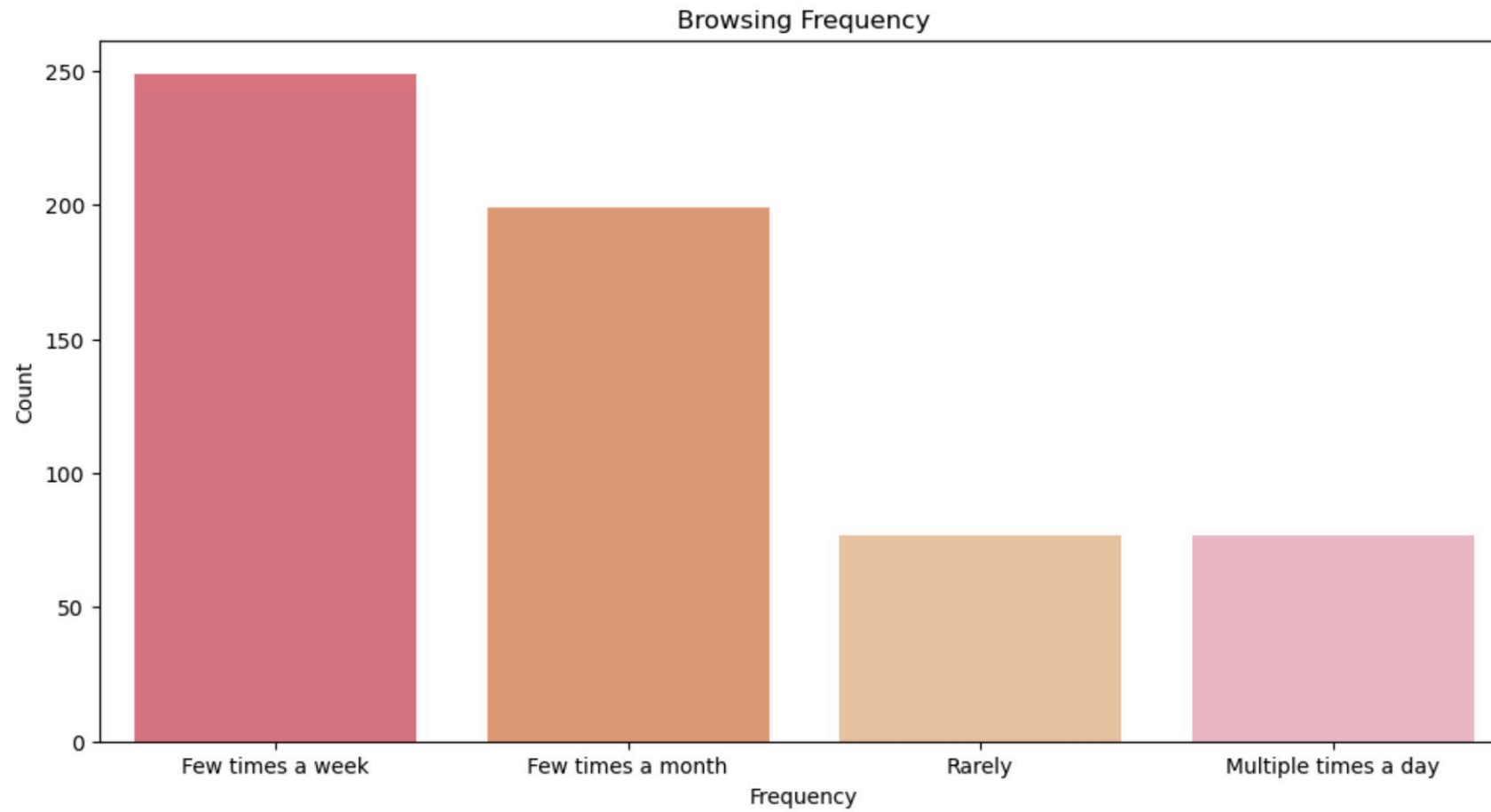
Customer Reviews Importance

Save for Later Frequency

Number of Users over Time
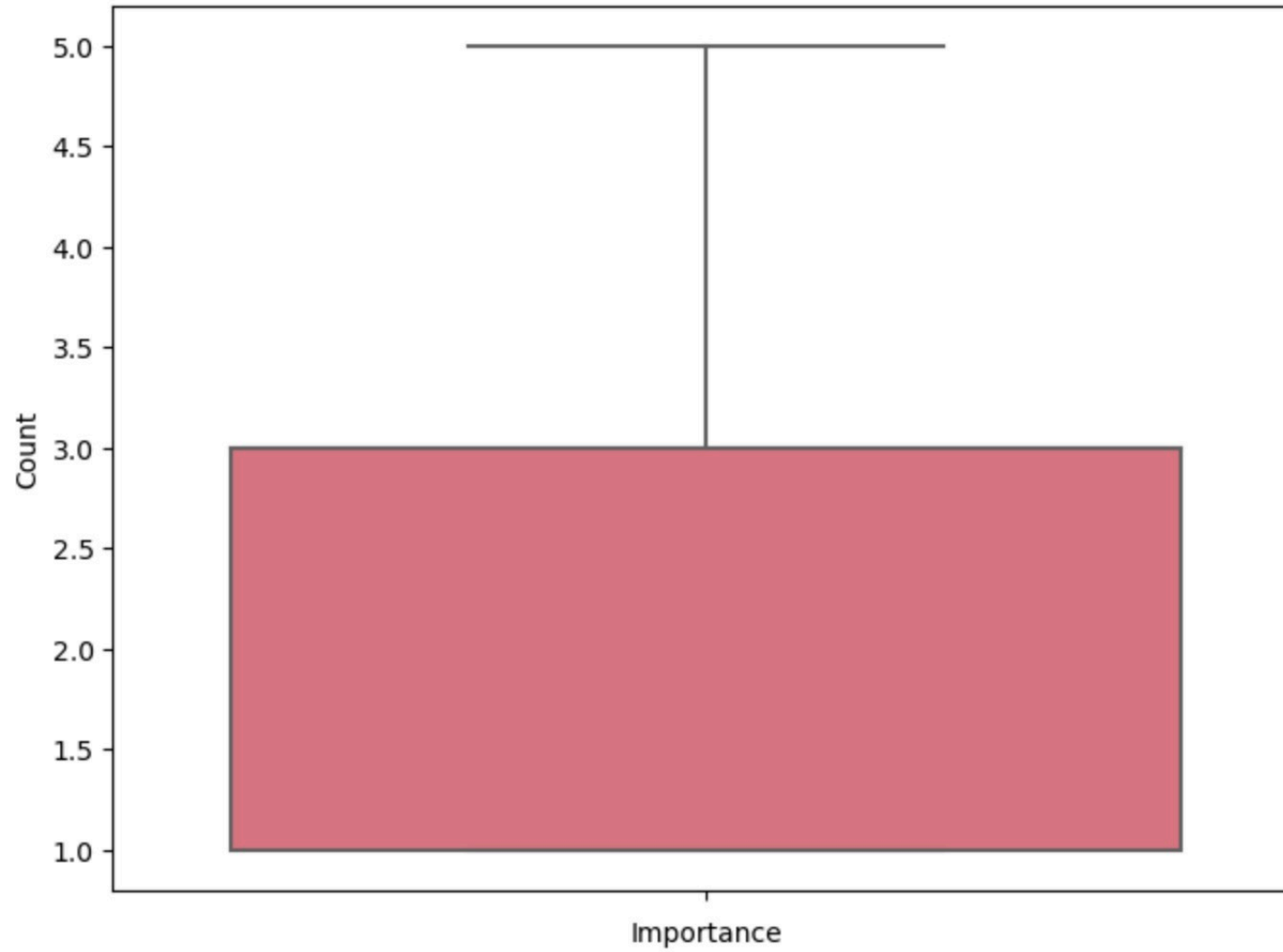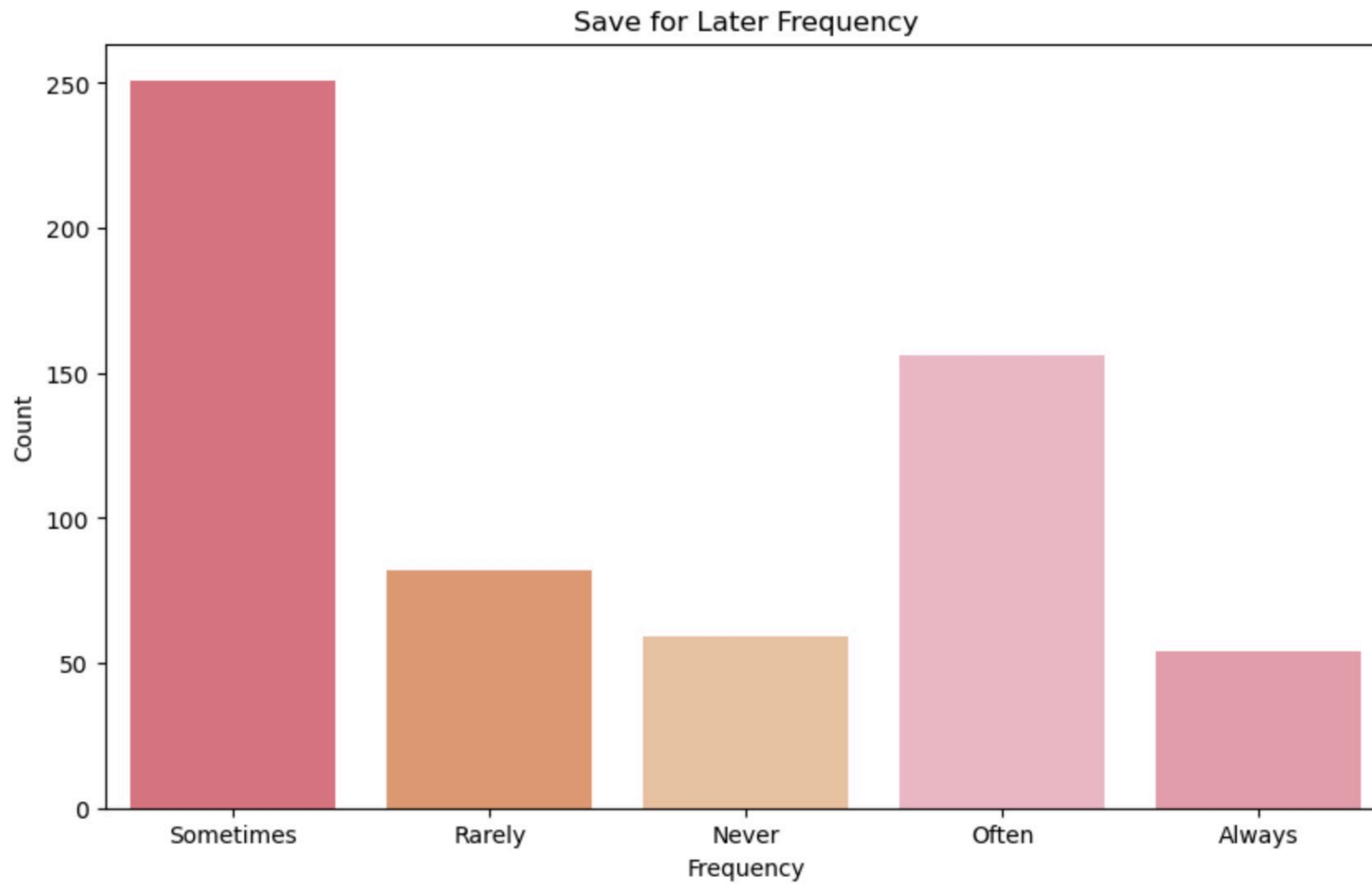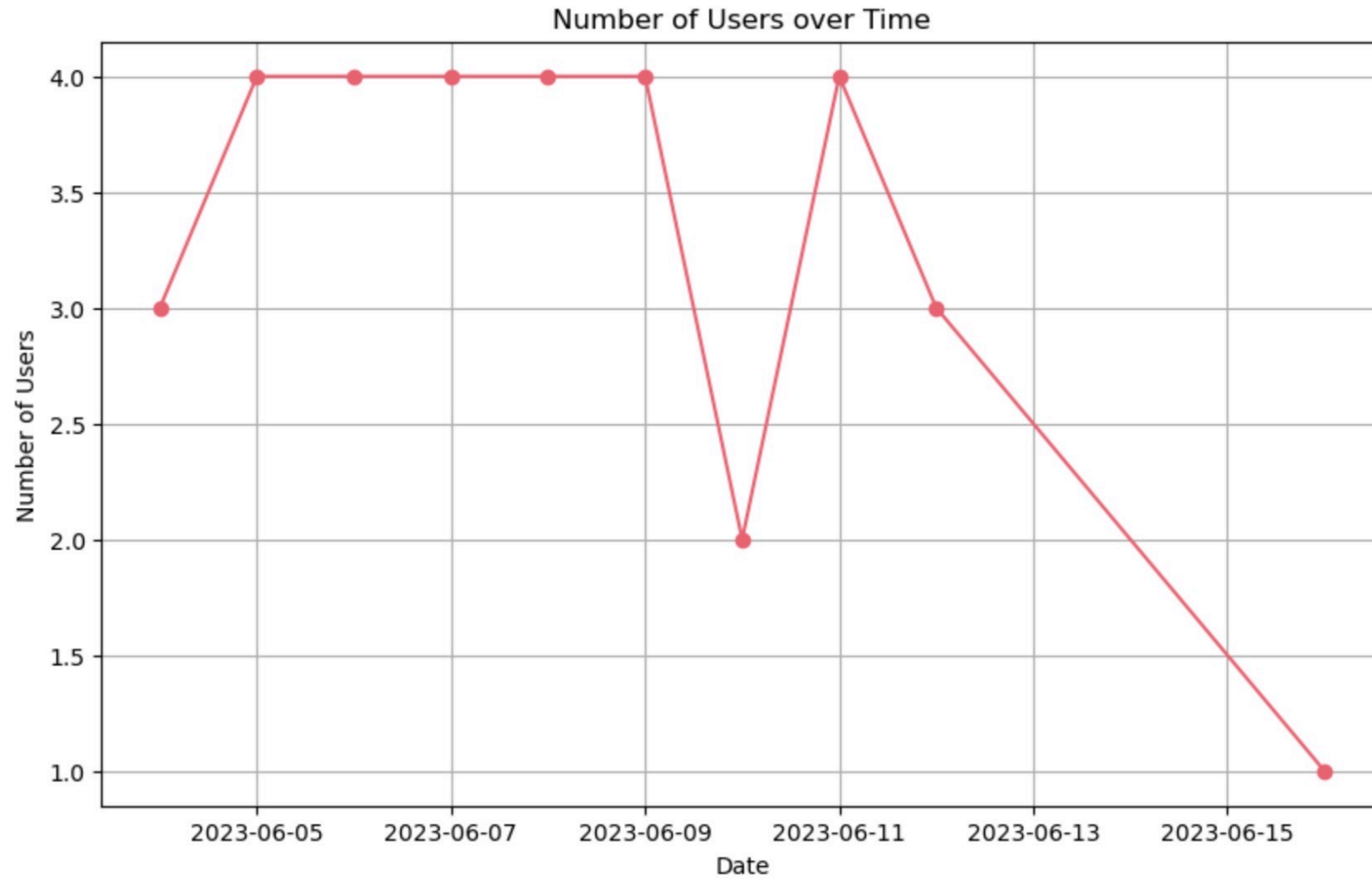
Part 3

Conclusion

Merci

Thank you