**Project Proposal**

**By: Group 8**

* Group members: Loc Le, Mohamed Seifeldin, Quynh Vo.
* Question: What are the main trends in Amazon’s consumer behavior and which variables had the biggest impact on purchase frequency?

The project aims to look at Amazon consumer behavior by investigating trends that are prevalent in the data, how they correlate with each other and how they fit within a cluster as well as in a regression model. In the end, we hope to have data-driven insights that will help Amazon optimize their marketing strategies and improve the customer experience. All data visualization will be conducted using the R program. The dataset was acquired using Kaggle and it includes data on:

* Age
* Gender
* **Purchase\_Frequency (Dependent Variable)**
* Purchase\_Categories
* Personalized\_Recommendation\_Frequency
* Browsing\_Frequency
* Product\_Search\_Method = How do you search for products on Amazon?
* Search\_Result\_Exploration = Do you tend to explore multiple pages of search results or focus on the first page?
* Customer\_Reviews\_Importance = How important are customer reviews in your decision-making process?
* Add\_to\_Cart\_Browsing = Do you add products to your cart while browsing on Amazon?
* Cart\_Completion\_Frequency = How often do you complete the purchase after adding products to your cart?
* Cart\_Abandonment\_Factors = What factors influence your decision to abandon a purchase in your cart?
* Saveforlater\_Frequency = Do you use Amazon's "Save for Later" feature, and if so, how often?
* Review\_Left = Have you ever left a product review on Amazon?
* Review\_Reliability = How much do you rely on product reviews when making a purchase?
* Review\_Helpfulness = Do you find helpful information from other customers' reviews?
* Personalized\_Recommendation\_Frequency = How often do you receive personalized product recommendations from Amazon?
* Recommendation\_Helpfulness = Do you find the recommendations helpful?
* Rating\_Accuracy = How would you rate the relevance and accuracy of the recommendations you receive
* Shopping\_Satisfaction = How satisfied are you with your overall shopping experience on Amazon?
* Service\_Appreciation = What aspects of Amazon's services do you appreciate the most?
* Improvement\_Areas = Are there any areas where you think Amazon can improve?