FROM CLICK TO CART, BEHAVIOURAL INSIGHTS FROM E-COMMERCE CUSTOMERS.

Understanding why customers behave the way they do can help businesses tailor products, services, and marketing strategies to better meet the customer needs and improve overall customer experience. Customer behaviour analysis examines the ways in which customers interact with a business, uncovering patterns in their preferences, shopping behaviours, and decision-making criteria.

Dataset:

A graph of a graph of a number of people

AI-generated content may be incorrect.