

## Ecommerce Storytelling Summary

### Inside the Digital Marketplace: A Peek Into 10,000 Ecommerce Journeys

Imagine a vast digital bazaar where 10,000 unique customers from all walks of life—engineers, artists, civil servants, and dancers—come together to make online purchases. This is the world your ecommerce dataset opens up.

#### Diverse Shoppers, Diverse Devices

From Windows 98 machines to Mac OS X and Linux platforms, buyers access the marketplace through a mix of vintage and modern browsers—Opera, Mozilla, Safari. Some of them connect from Greece, others from Germany, Brazil, China, and beyond, speaking languages from English to French (fr), Portuguese (pt), and Greek (el).

#### What They Spend

- The highest purchase? A solid \$99.99.
- The lowest? Practically a giveaway at \$0.00.
- On average, each shopper spends around \$50.35, reflecting a healthy mid-range spending pattern.

#### Shopping Habits by Time of Day

The AM/PM divide is nearly even:

- AM purchases: 4,932
- PM purchases: 5,068

This suggests the ecommerce store is buzzing with activity all day long.

#### Credit Cards in Use

The dataset reveals a mix of providers:

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- JCB
- Visa (13 and 16 digits)
- Mastercard
- Discover
- American Express

Notably, 988 credit cards expired in 2020, yet the users still appear in the dataset perhaps loyal customers sticking around despite outdated info?

### Engineers Galore

Out of the 10,000 users, 984 identify as some type of engineer from drilling and structural to biomedical and energy engineers. Its clear: tech-savvy, detail-oriented professionals love online shopping.

### Email Patterns

Looking closer, most customers use well-known email domains. The top five email providers include:

1. gmail.com
2. yahoo.com
3. hotmail.com
4. comcast.net
5. aol.com

These dominate inboxes in the ecommerce world.

### Geolocation & Identity

One user, browsing with an MSIE 9.0 browser, has the IP address 132.207.160.22. Her name? Amy Miller. Her job? A customer service manager. Her email? amymiller@morales-harrison.com. A real

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person with a real purchase.

### Spenders by Card & Language

- Over 400 Mastercard users made purchases above \$50.
- French-speaking shoppers account for a slice of the data, alongside multilingual peers from every continent.

### Final Word

This dataset isn't just numbers and code; it's a story of how diverse people interact with ecommerce: where they're from, when they shop, how much they spend, and the digital footprints they leave behind.