



# FINDINGS

## INSIGHTS FROM CONSUMER BEHAVIOR OF ECOMMERCE ANALYSIS

### General features

- Market analysis based on customer segmentation
- Predictive Analysis
- Customer Profiling
- Retails and Ecommerce Insights
- Time Related Patterns

# MARKET ANALYSIS BASED ON SEGMENTATION



## Which Customer Segment generate the highest Purchase Amount?

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Location: **Varies** Across different location.

Income: Might **not be a strong differentiator**.

Gender: **Certain gender identities**(like fluid and polygender) are more high value customers on average.

Loyalty Program: Not attracting High Spenders.



## Which Customer Segment generate the highest Loyalty?

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Age: Relatively **stable across age groups**, but **dips slightly for the 36-45**. Older consumers(36-45) appear slightly more brand loyal.

Education: **Higher education** correlates with slightly **higher brand loyalty**.

# Predictive Analytics

## Key Drivers of Satisfaction

### Income:

Middle>High

### Device:

Tablet>Smartphone>Desktop

### Purchase Channel:

Online>Mixed>In Store

## Categories Sensitive to Discount

### High Sensitivity:

- Books
- Groceries
- Gardening & Outdoors
- Jewelry & Accessories
- Hotels

### Low Sensitivity:

- Luxury Goods
- Mobile Accessories
- Health Care
- Office Supplies

## Time Spent on research affects

### Satisfaction

No Effect

### Return rate

No Effect



# Social Media Influence Across various Demographic group

1

## GENDER

Males > Females

Other genders have  
limited samples

2

## AGE

No Impact

3

## INCOME

Impacts Middle  
and High Income

4

## EDUCATION

No Impact

5

## OCCUPATION

High Influence  
on students.

# RETAIL AND ECOMMERCE INSIGHTS

1.1

**Types of Devices led to High Conversion Rates:**

Desktop > Tablet > Smartphone.

1.2

**Types of Devices which led to high Payment:**

Smartphone > Tablet > Desktop

1.3

**How Occupation influence Purchase Frequency:**

High Occupation category purchase more frequently.

## TIME RELATED PATTERNS

**When do Customers purchase the most Weekend or Weekdays?**

Weekdays