

# AMAZON PRIME CUSTOMER OVERVIEW ANALYSIS



## Frequency of Usage

Frequent

842

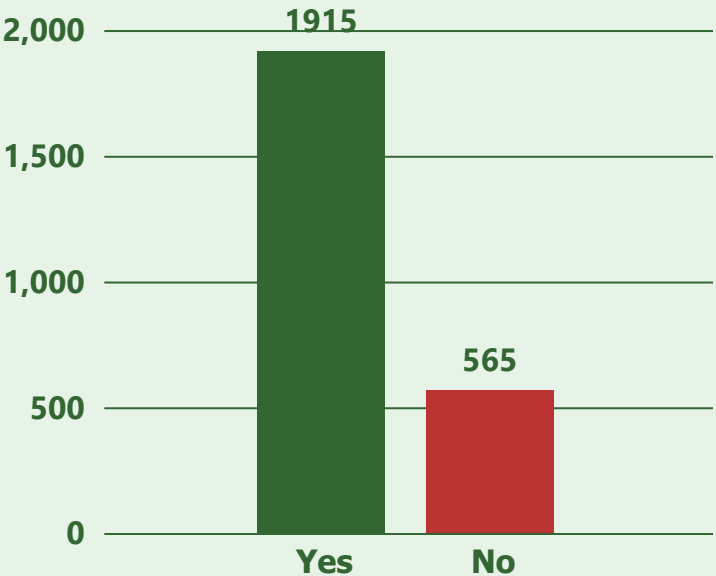
Occasional

814

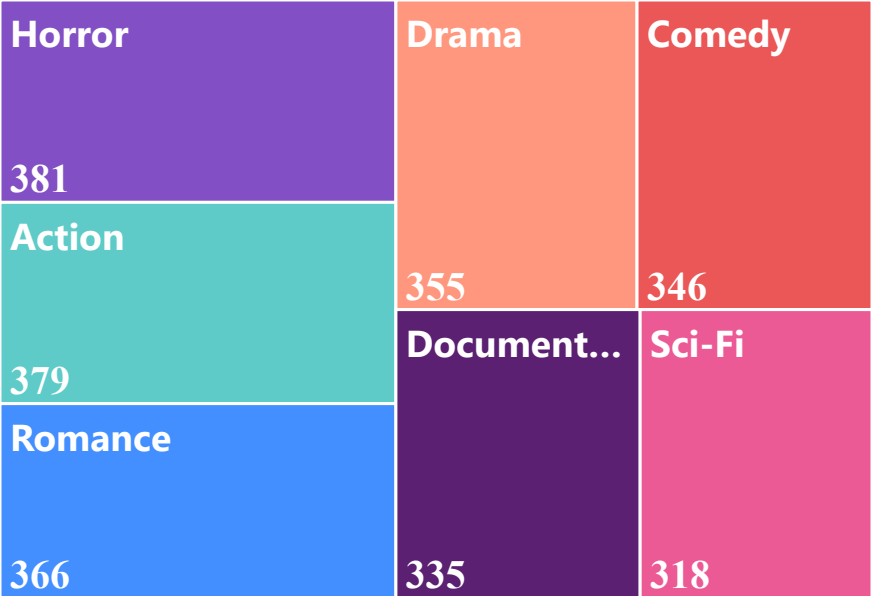
Regular

824

## Customer\_Satisfaction\_Report



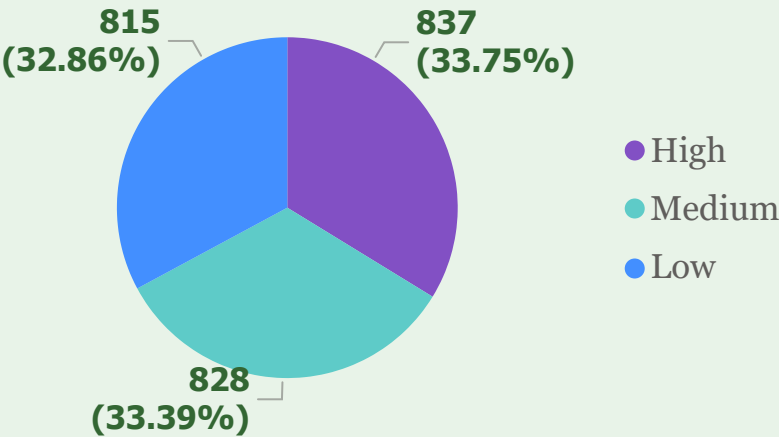
## Top Streamed Genres by Customer



## Purchase History Classified Based on Genders

Gender	Books	Clothing	Electronics
Female	408	398	426
Male	439	398	411

## Engagement Metrics of Customer



## Subscription and Renewal type of Users

Annual Auto-renew

636

Monthly Auto-renew

629

Annual Manual

621

Monthly Manual

594