Amazon Customer Behaviour Survey

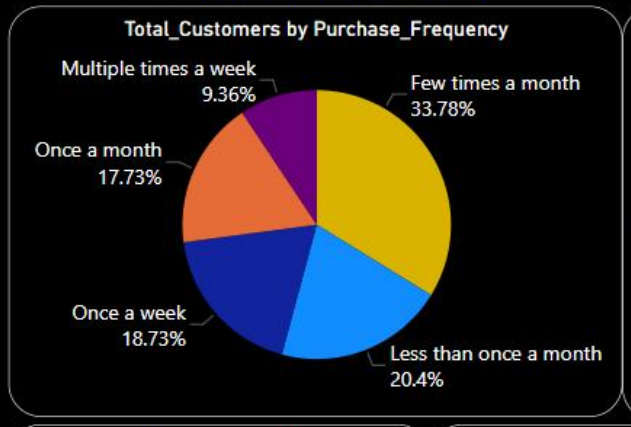
CUSTOMER

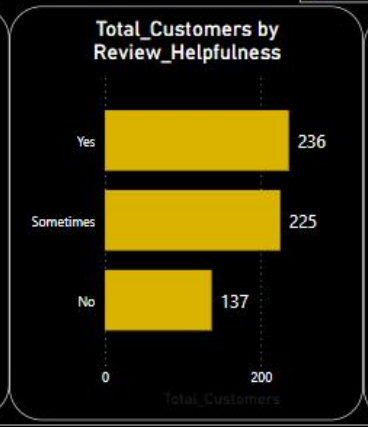
AMAZON

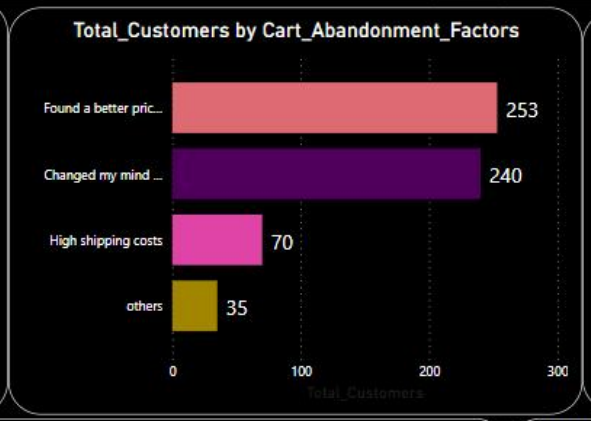
Gender: All

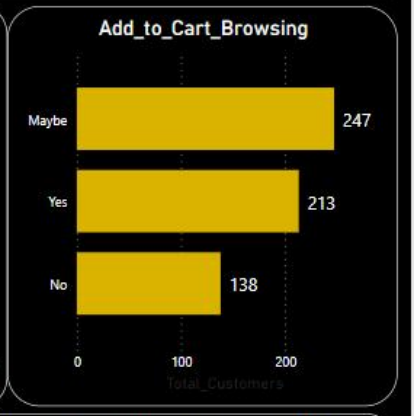
Age Group: All

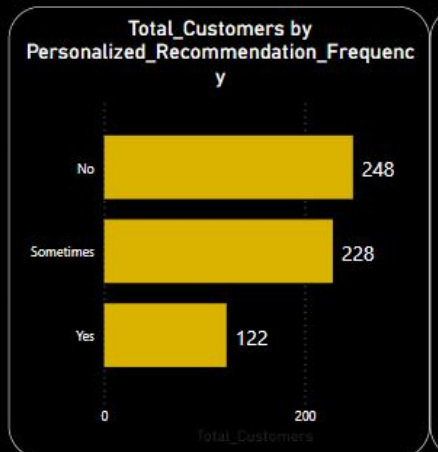
Total Customers	598
Female Customers	350
Male Customers	140
Prefer Not to Say	89
Other Customers	19



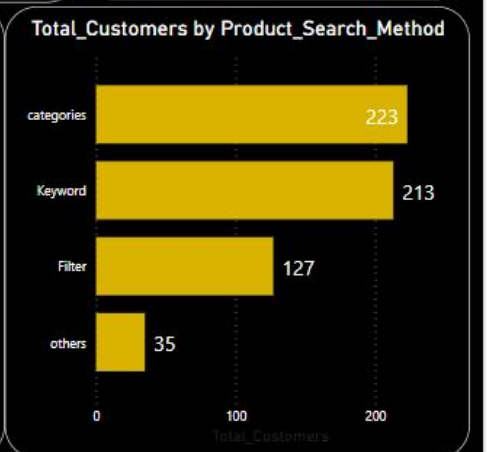


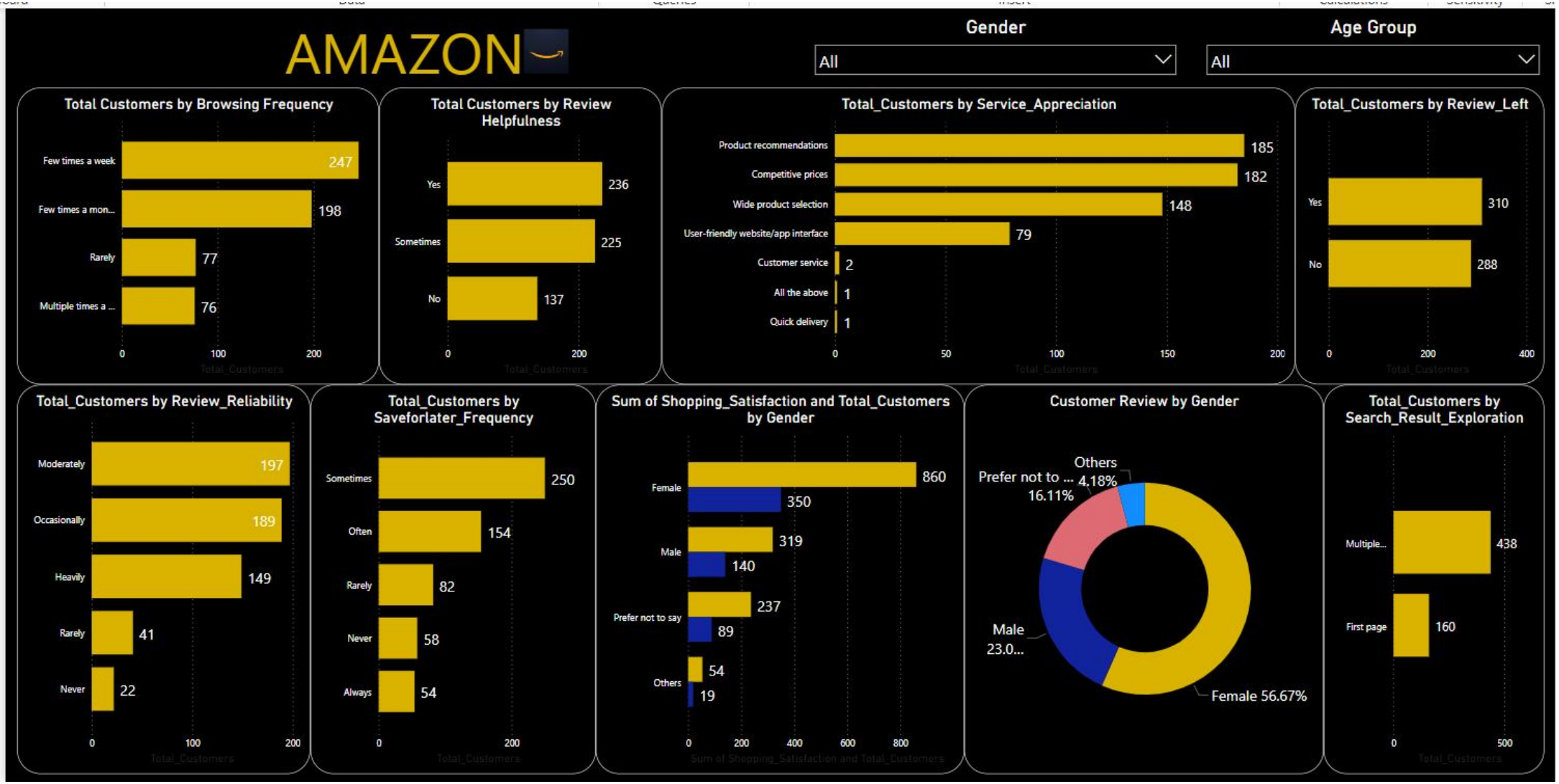






Purchase_Categories	Total_Customers
Beauty and Personal Care	106
Beauty and Personal Care;Clothing and Fashion	46
Beauty and Personal Care;Clothing and Fashion;Home and Kitchen	42
Beauty and Personal Care;Clothing and Fashion;Home and Kitchen;others	7
Beauty and Personal Care;Clothing and Fashion;others	12
Beauty and Personal Care;Home and Kitchen	21
Beauty and Personal Care;Home and Kitchen;others	5
Beauty and Personal Care;others	7
Clothing and Fashion	105
Clothing and Fashion;Home and Kitchen	27
Clothing and Fashion;Home and Kitchen;others	16
Clothing and Fashion;others	14
Groceries and Gourmet Food	14
Groceries and Gourmet Food;Beauty and Personal Care	7
Total	598




AMAZON
Gender
All
Age Group
All
Total Customers by Browsing Frequency
Few times a week
247
Few times a mon...
198
Rarely
77
Multiple times a ...
76
0
100
200
Total_Customers
Total Customers by Review Helpfulness
Yes
236
Sometimes
225
No
137
0
200
Total_Customers
Total_Customers by Service_Appreciation
Product recommendations
185
Competitive prices
182
Wide product selection
148
User-friendly website/app interface
79
Customer service
2
All the above
1
Quick delivery
1
0
50
100
150
200
Total_Customers
Total_Customers by Review_Left
Yes
310
No
288
0
200
400
Total_Customers
Total_Customers by Review_Reliability
Moderately
197
Occasionally
189
Heavily
149
Rarely
41
Never
22
0
100
200
Total_Customers
Total_Customers by Saveforlater_Frequency
Sometimes
250
Often
154
Rarely
82
Never
58
Always
54
0
200
Total_Customers
Sum of Shopping_Satisfaction and Total_Customers by Gender
Female
860
350
Male
319
140
Prefer not to say
237
89
Others
54
19
0
200
400
600
800
Sum of Shopping_Satisfaction and Total_Customers
Customer Review by Gender
Others
4.18%
Prefer not to ...
16.11%
Male
23.0...
Female 56.67%
Total_Customers by Search_Result_Exploration
Multiple...
438
First page
160
0
500
Total_Customers

Insights From the Amazon Customer Behavior Survey Data Set

Introduction To Customer Behavior:

A customer behaviour analysis is a thorough investigation of how customers engage with the Organisation. Using qualitative and quantitative methods, a customer behaviour analysis looks at every step in the customer journey and provides insight into what's driving consumer behaviour.

Now a days each and every click is a data. By analysing the searching patterns, likes, dislikes, Reviews, Satisfaction Rates, add to cart and many more factors we can learn the mindset of the customer and we can provide day to day updated user friendly platform to them by modifying it as per their convenience.

About the Dataset:

This data set was taken from Kaggle. This entire data was related to June 2023. Total Columns Are 24 and Total Rows are 598. This Data set includes the customer age, Gender, Purchase categories, ratings, Purchase Frequency, Review Reliability and etc.,

ETL processing of the Dataset:

- Extract the data from Kaggle and validated data through Excel and load it to Power Query Editor.
- Created Measures Total Customers, Female Customers, Male Customers, Prefer Not to Say Customers, Other Customers.
- Created Calculated Column Age Group based on Age column divided in to categories like age between (3 to 13) Kids, (14 to 30), Youth, (30 to 55), Mid Age, (>55) Elderly to explore the information in detail which age group was more involved and reacted to the website and their views etc.,

Insights About the Dataset:

- Total Customers 598
- Female Customers 350
- Male Customers 140
- Prefer Not to Say Customers 89
- Others Customers 19
- Half of the Customers are females. It clearly says that Females are doing more shopping.
- Among all the age groups Youth and Middle age people are more active in the website.
- Among the total customers 33.78% are browsing Few Times a Month, 20.4% Customers are browsing Less than Once a month. To increase the browsing frequency and purchases we need to introduce more offers to attract the customers.
- 236 Customers are finding Reviews of Other Customers are helpful to them and 225 Customers says that the reviews are helping sometimes. 137 was not satisfied with the reviews. It clearly indicates that reviews grab the customers, and logically it increases the trust of the product among the customers increased if the reviews are good. By reading the comments, visualising the images of their desired products it stimulates the customer to purchase the product. According to me as a one of the user of Amazon the organisation should educate the people whatever the product purchased by them they have to share their review and rating, it increases the Brand value of the product.
- 253 Customers are Abandoned the Cart because they Found Better Price Elsewhere. This is an important point to be noticed finding the same product with less price means we need to think from the root itself. What was the product it is, the manufacturing cost, Brand value of the product, the rate which we have fixed is right or not, the quality quantity of the product from our side meanwhile we need to find from the rival organisations also is it true the price was reduced by them what was the strategy they are fallowing to attract the customers according all these situations we need to make updated strategies to retain the customers because retaining the customers is user friendly rather than acquiring new one’s.

- 106 Customers are shopped for Baby and Beauty Care products, 105 Customers have shopped for Clothing and Fashion products. These are the 2 top products customers have purchased. It says that people are very much passionate about their beauty and clothing, need to be noted we need to launch new to new and big to big brands to our website to attract the customers and we don't leave any customer because of brands we have to come up with all the latest and updated brands to the customers to satisfy them. Meanwhile we need to check for other products low purchases and make good strategy for them too.
- 223 Customers are searched the product through Categories, 213 Customers with Keyword, 127 by using Filer, it says that Categories are helping people to find their desired product.
- 56.67% Reviews was given by Female Customers, 23% by Male customers. We cannot judge that female have given more reviews because 50% of customers are occupied by the females, so obviously more reviews chances are also high we cannot conclude it.
- 185 Customers are satisfied with the product recommendation, 182 are satisfied with competitive Prices, 148 are with Wide Product Selection. It means that people are more depending on recommendation system it helps them a lot if the forgot to purchase any item this helps them to purchase. Wide product selection is a key to attract more customers because, the income of all the customers are not same, For example a lady with low income wants to purchase a beauty product for an occasion but she can't avail the Big Branded product but same product with less quality and satisfies the desire of the low budget lady this is the wonderful suggestion to her and she do purchase also.
- There are N number of points we can find from this Data Treasure to take a good Business decision Making. I'm presenting some Overview of the Dataset. Thank you for reading.