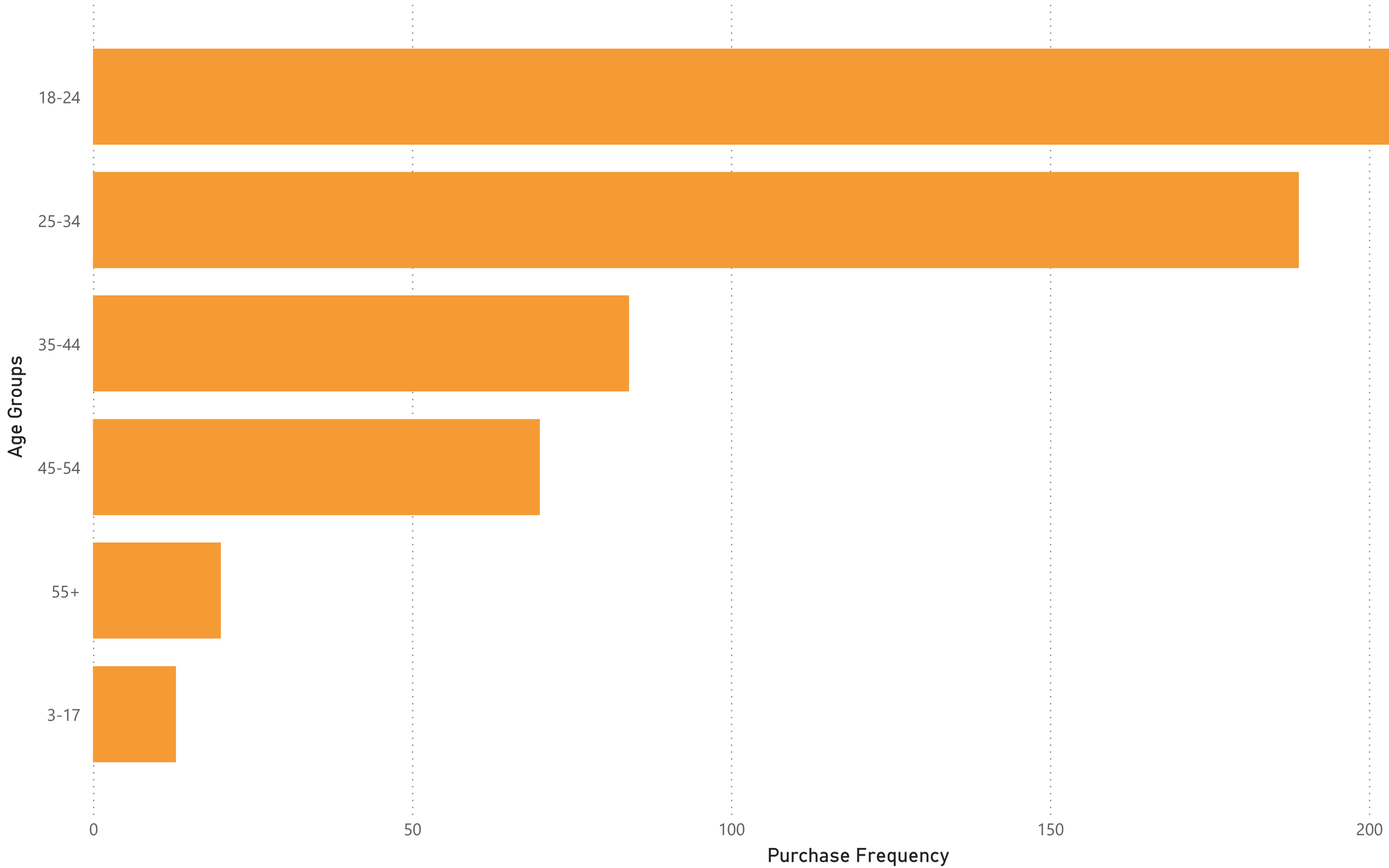
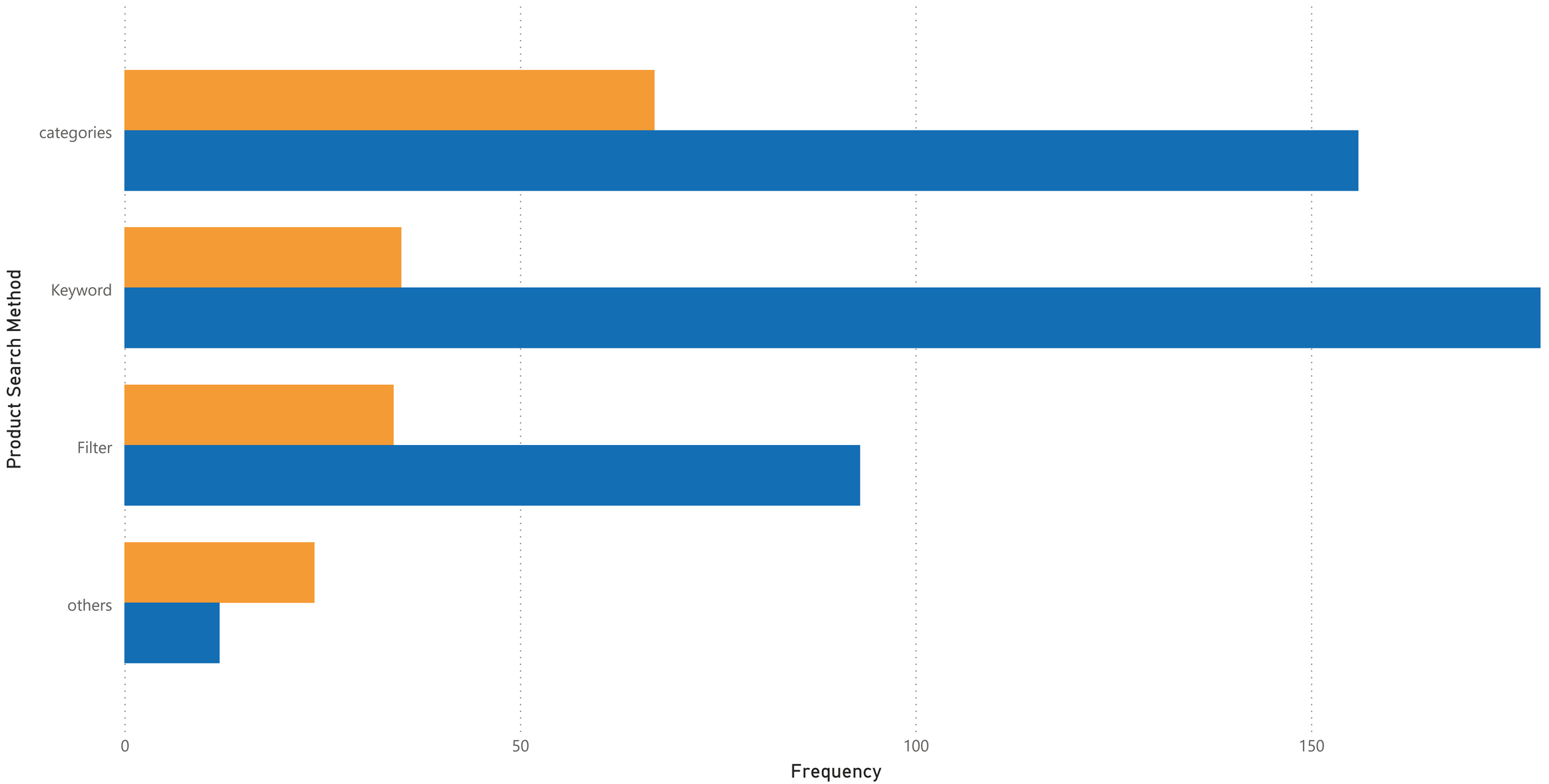
Shopping Frequency by Age Group



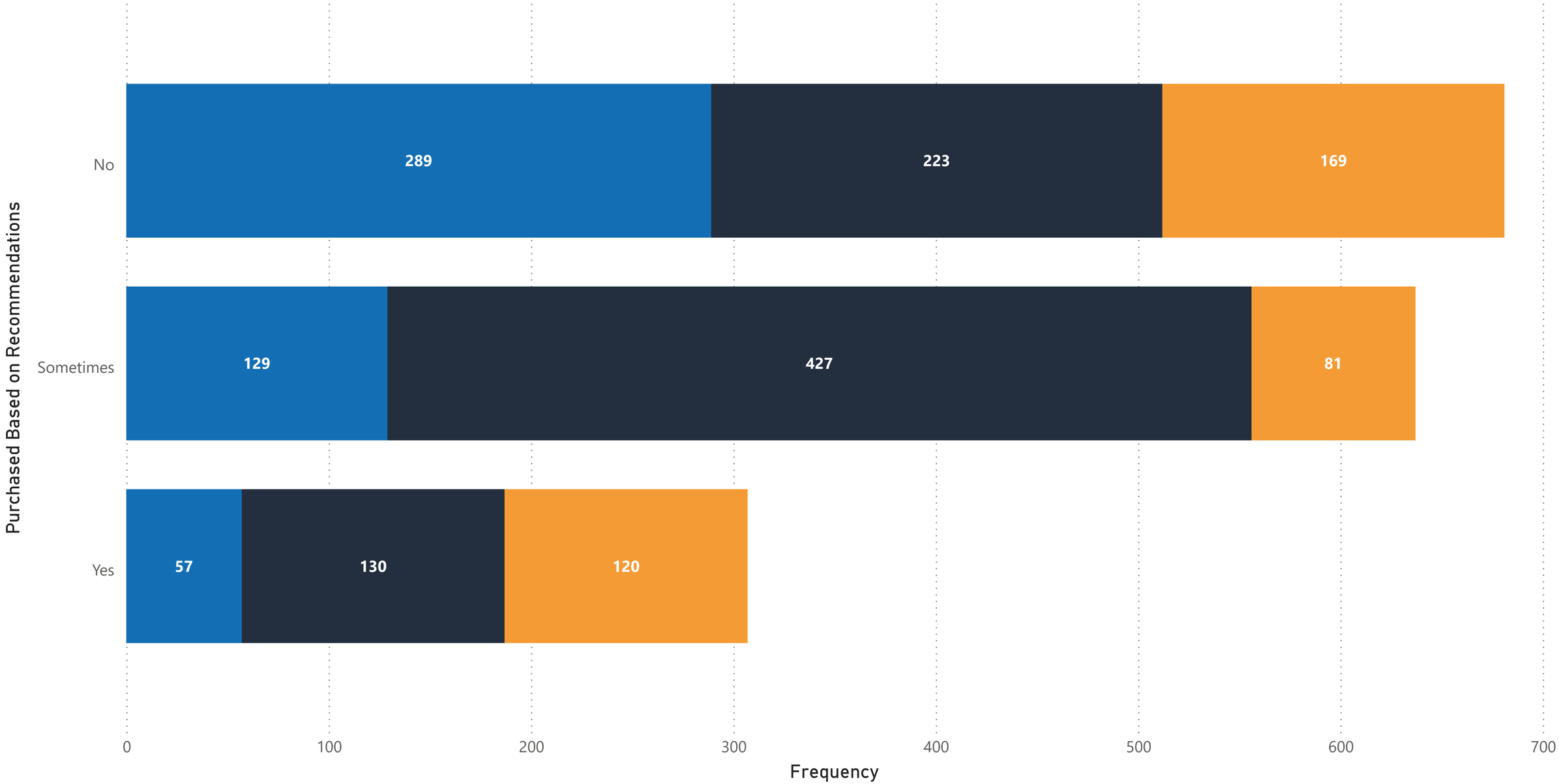
Product Search Method

SearchDepth First page Multiple pages



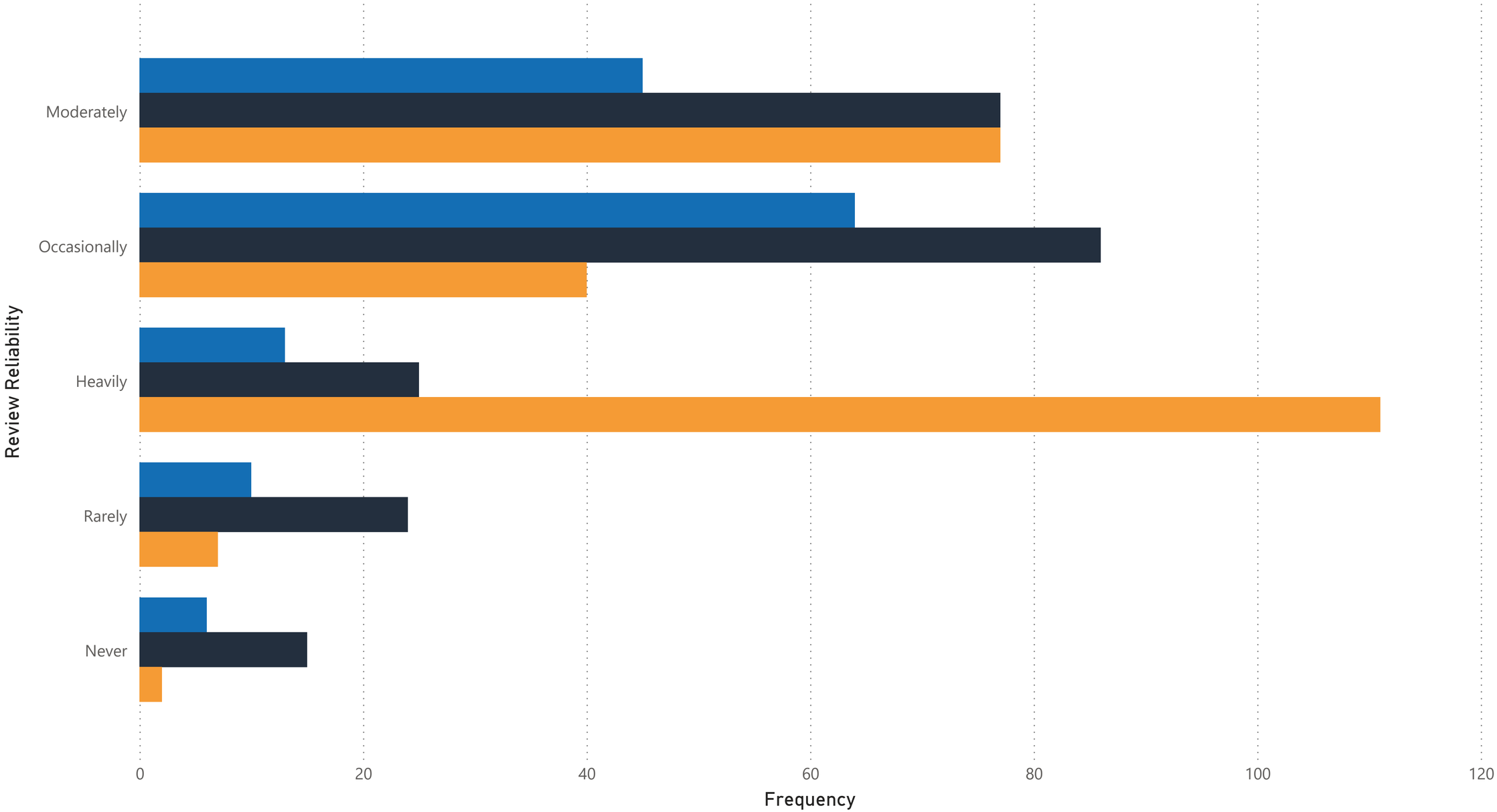
Impact of Personalized Recommendations on Purchase Frequency

Is recommendation Helpful? No Sometimes Yes

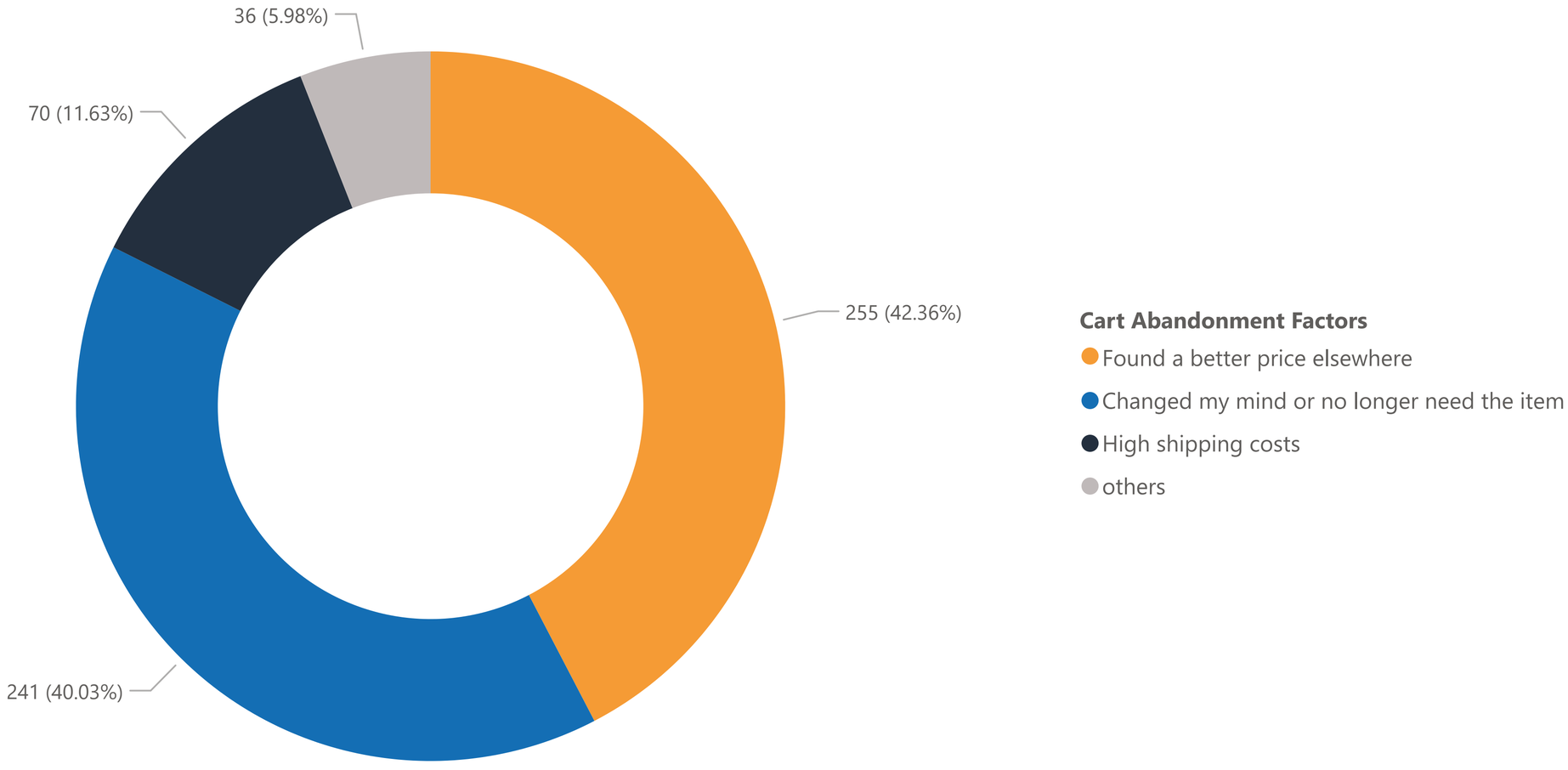


Impact of Reviews on Product Purchase

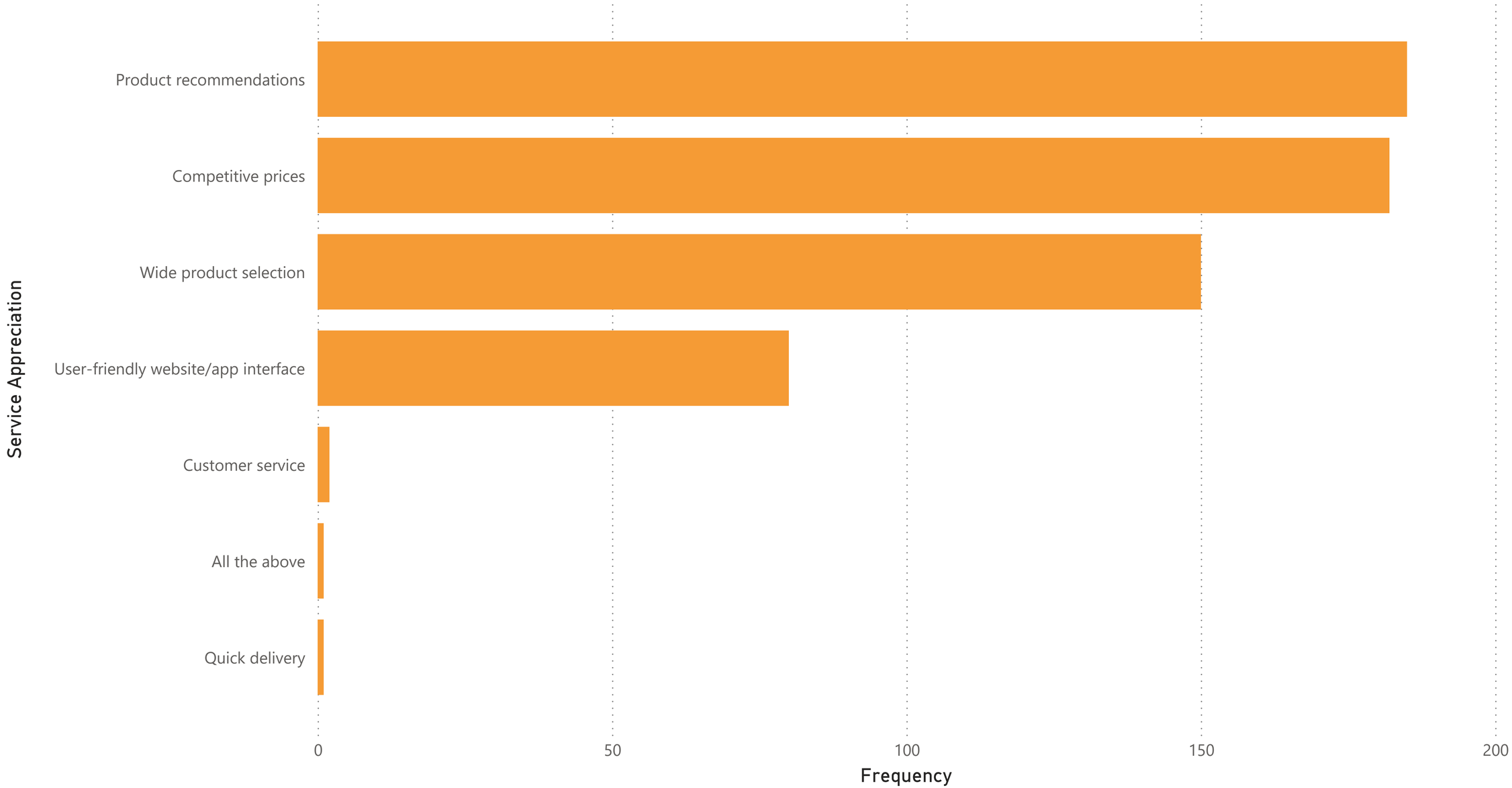
Is review helpful? No Sometimes Yes



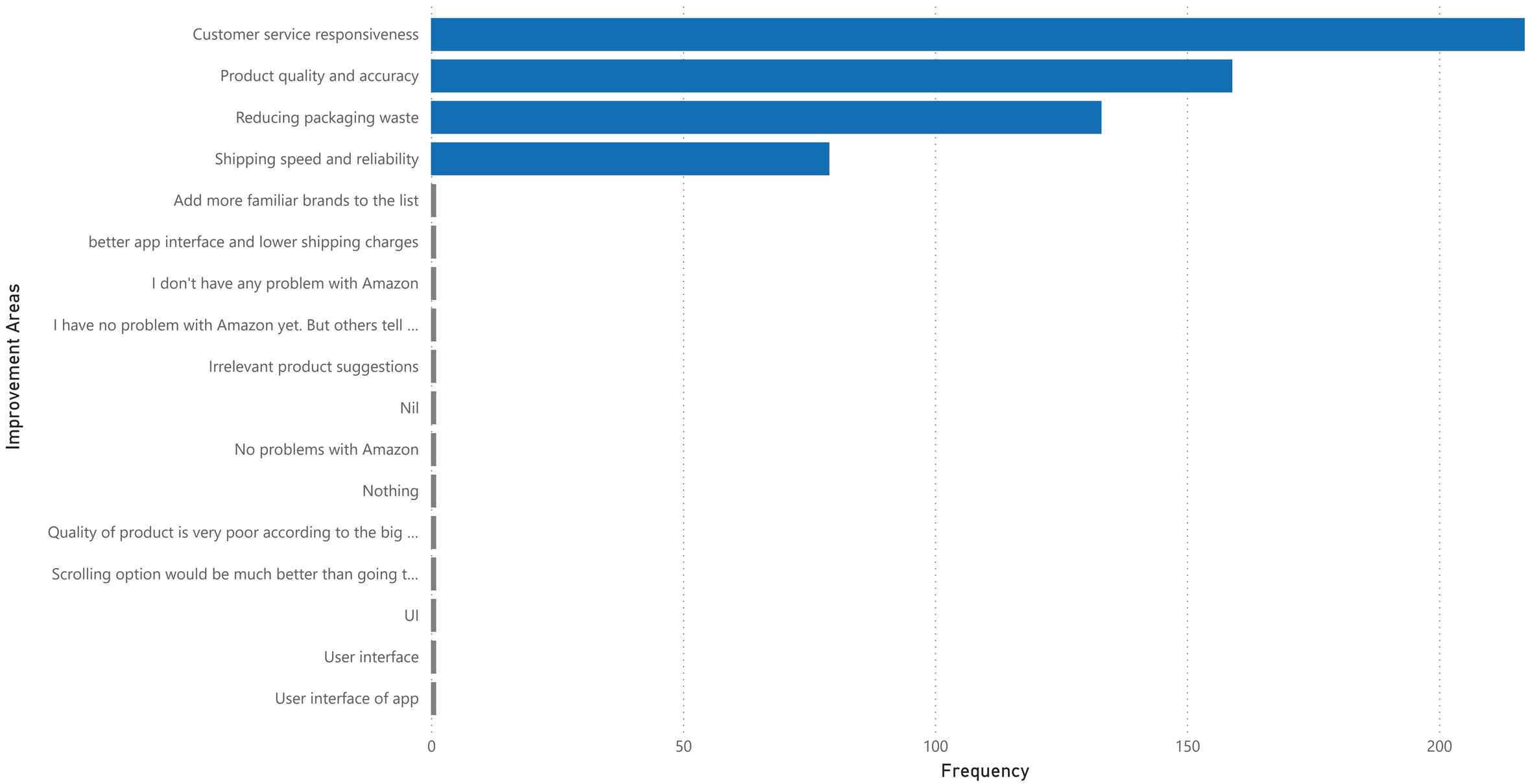
Top Cart Abandonment Factors



What aspects of Amazon's services does customers appreciate the most?



Areas of Improvement



Amazon Customer Behavior Survey Report

- Stage 0 - Overall Shopping...
- Stage 1 - Product Search and...
- Stage 2 - Deciding the product an...
- Stage 3 - Appreciation and Areas ...

0.20	0.34
% of Customers Influenced by Recommendations	% of Frequent Shoppers

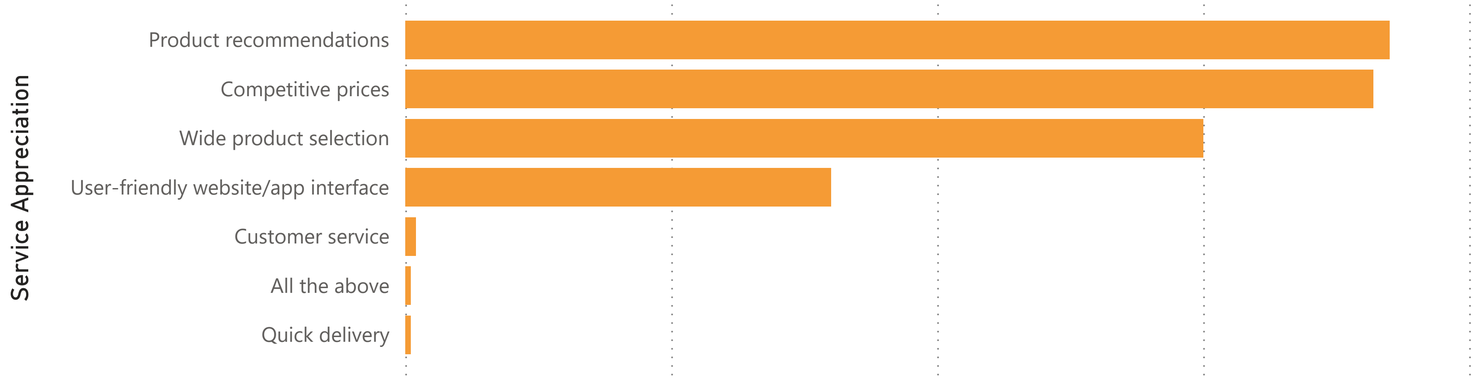
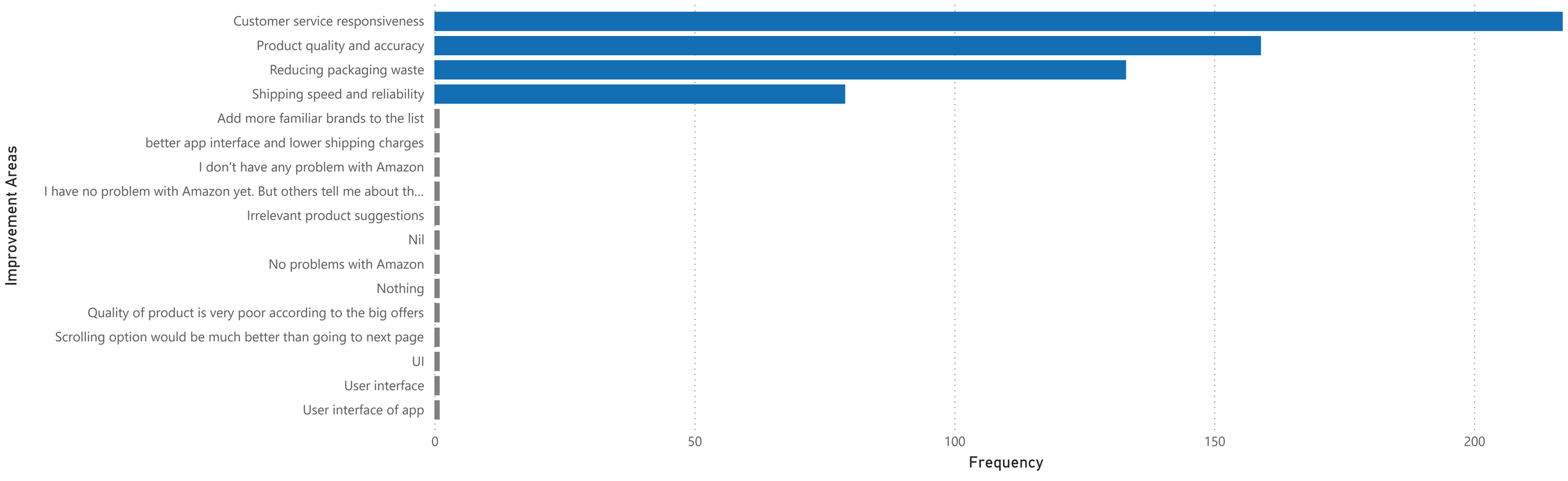
Select Gender

- [ ] Female
- [ ] Male
- [ ] Others
- [ ] Prefer not to say

Select Product Categories

- [ ] Beauty and Personal Care
- [ ] Clothing and Fashion
- [ ] Groceries and Gourmet Food
- [ ] Home and Kitchen Appliences
- [ ] Others

What aspects of Amazon's services does customers appreciate the most?



Areas of Improvement