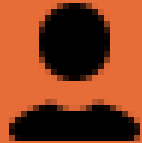


Total Customers



598

Avg Age of customers



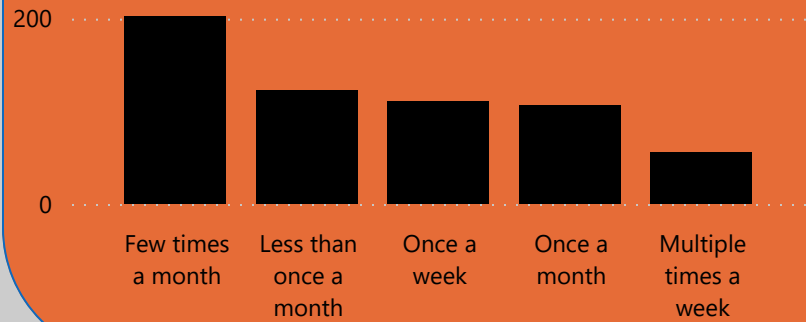
30.81

Shopping Satisfaction Rate

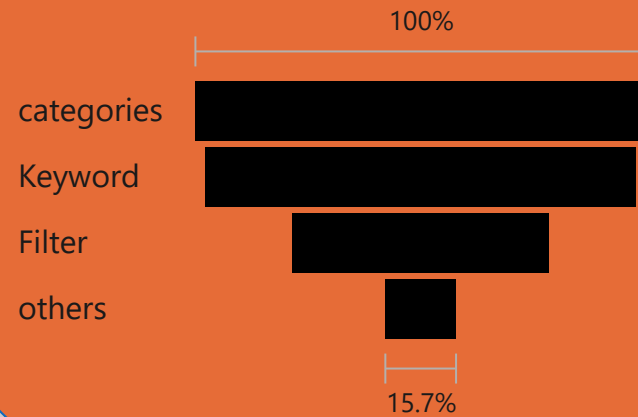


2.46

Purchase frequency by customers



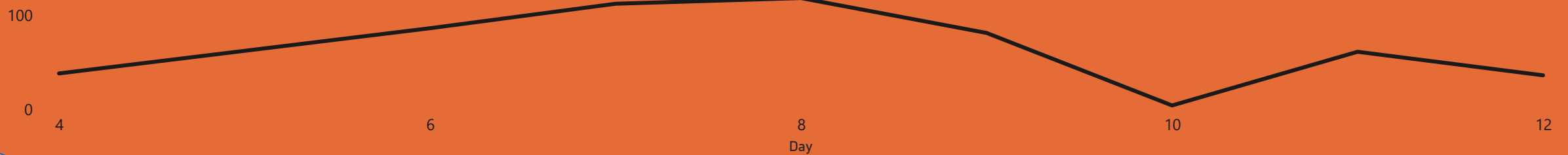
Product search method by customers



Cart abandonment factors by customers



Customers purchase by day





Cart Abandonment factors by customers



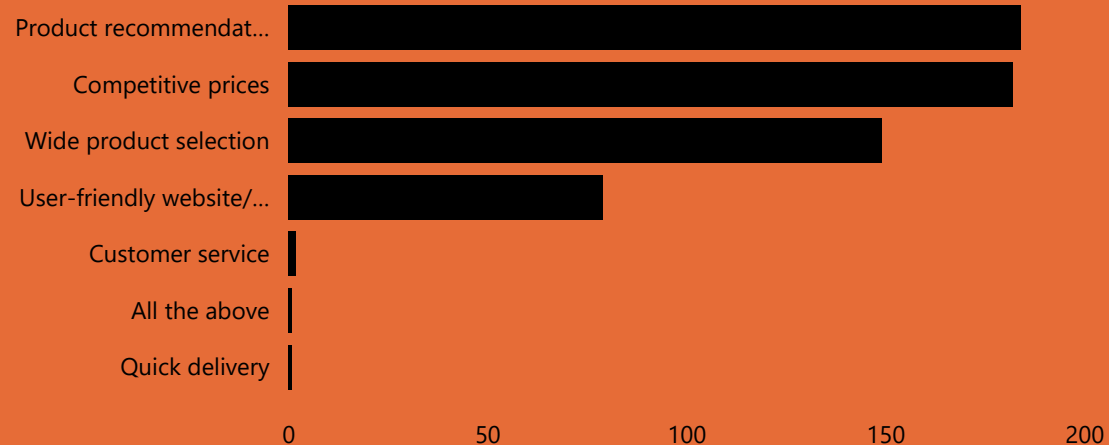
Cart_Completion_Frequency Total number

Sometimes	303
Often	157
Rarely	72
Always	46
Never	20
Total	598

Purchase categories by customers



Service appreciation by customers



Improvement_Areas

Improvement_Areas	Total number
Customer service responsiveness	216
Product quality and accuracy	158
Reducing packaging waste	133
Shipping speed and reliability	78
Add more familiar brands to the list	1
better app interface and lower shipping charges	1
I don't have any problem with Amazon	1
I have no problem with Amazon yet. But others tell me about the refund issues	1
Irrelevant product suggestions	1
Nil	1
No problems with Amazon	1
Total	598