

E-COMMERCE CUSTOMER BEHAVIOR(Report)

1.1 INTRODUCTION

This report analyzes customer behavior based on key performance indicators (KPIs), regional sales, device usage, and purchasing trends. The objective is to gain insights and provide recommendations to improve sales, customer engagement, and profitability.



2. KEY INSIGHTS

2.1 Sales Performance

- ★ Total Sales: **\$384K**
- ★ Total Quantity Sold: **1,527 units**
- ★ Estimated Profit: **\$115.09K**

Insight: The profit is moderate compared to total sales, indicating possible discounts or high costs.

Recommendation: Review product pricing and costs to improve profit margins. Introduce loyalty programs to increase high-margin product sales.

2.2 Regional Sales Analysis

- ★ Sales are higher in North America and Europe.
- ★ Some regions have low or no sales.

Insight: There may be untapped market potential in other regions.

Recommendation: Run targeted marketing campaigns in underperforming regions and consider localized pricing strategies.

2.3 DEVICE USAGE

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- **Desktop Users:** 35.3%
- **Mobile Users:** 33.3%
- **Tablet Users:** 31.4%

Insight: Customers shop across multiple devices, indicating a need for a seamless experience.

Recommendation: Ensure a mobile-friendly website and consider app-exclusive offers.

2.4 PAYMENT METHOD PREFERENCES

- ★ Customers use Apple Pay, Credit Cards, and Google Pay.

Insight: Digital payments are widely used, emphasizing the need for smooth transactions.

Recommendation: Implement one-click checkout and offer more payment options like Buy Now, Pay Later (BNPL).

2.5 Customer Journey & Cart Abandonment

- ★ A gap exists between pages visited and purchases made.

Insight: Customers explore products but hesitate to buy.

Recommendation: Introduce cart recovery emails, SMS reminders, and limited-time discounts.

2.6 Purchase Behavior by Age

- ★ Most purchases come from customers aged **20-40 years**.

Insight: Younger users are the primary buyers, but older age groups present an opportunity.

Recommendation: Personalize marketing campaigns for different age groups and offer senior discounts.

2.7 Time Spent on Site vs. Purchases

- ★ Some users browse for a long time but do not complete purchases.

Insight: Browsing does not always lead to sales.

Recommendation: Use AI-driven product recommendations to convert browsing into purchases.

Business Recommendations

1. **Increase Profit Margins:** Analyse product costs and adjust pricing.
2. **Expand to New Markets:** Use localized marketing to boost sales.
3. **Optimize Multi-Device Shopping:** Improve mobile experience and app-based offers.
4. **Reduce Cart Abandonment:** Implement automated cart recovery strategies.
5. **Enhance Payment Flexibility:** Add express checkout and more payment options.

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6. **Segment Marketing by Age:** Create targeted campaigns for different age groups.
7. **Improve Checkout Process:** Simplify checkout to increase conversions.

Conclusion:

- ❖ Recommendations, the e-commerce platform can increase sales, improve customer satisfaction, and maximize profitability.