

Amazon Customer Survey Analysis

This survey was taken to help the E-commerce giant Amazon, understand the kind of customers making purchases from their website. The data gathered was used for the descriptive analysis to get a clear picture of how the business processes are doing and to effectively increase the conversion rate of customer leaving the sales funnel in between. This survey was sent to customers on their registered email address. The survey was taken by the customers of age group 22-30 years.

Analysis:

1. Age and gender distribution of customer:

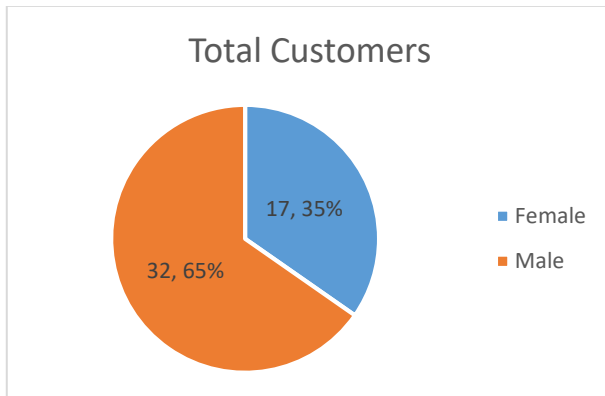


Fig 1.0

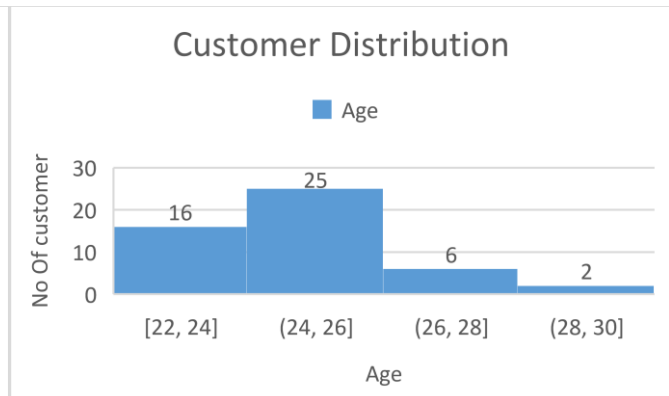


Fig 1.1

- Out of all the customers, 17.35% accounts for the female and 32.65% accounts for the male customers
- The majority of customers belong to the age group of 24-26 years of age

2. Expense and Gender based analysis:

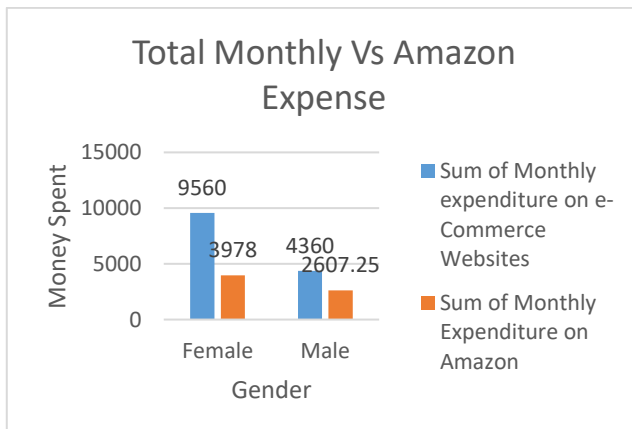


Fig 2.0

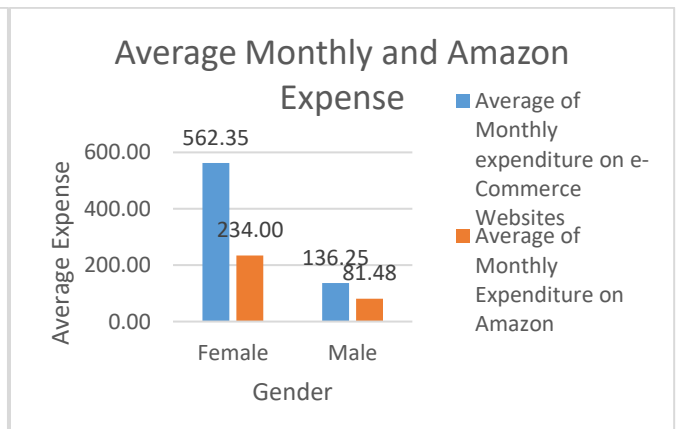


Fig 2.1

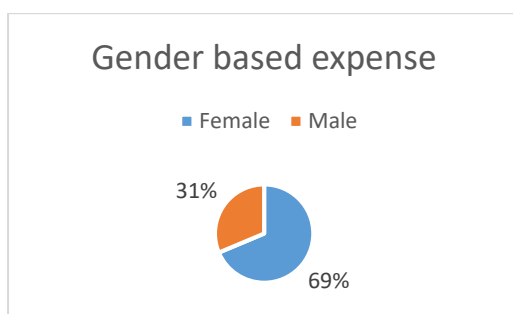


Fig 2.3

- Females spend their 41.6% of the total monthly expenditure on amazon while men spend 59.79% of their total monthly expenditure on Amazon
- Females account for the major revenue source for amazon
- On an average, a female spends 2.8 times than a man

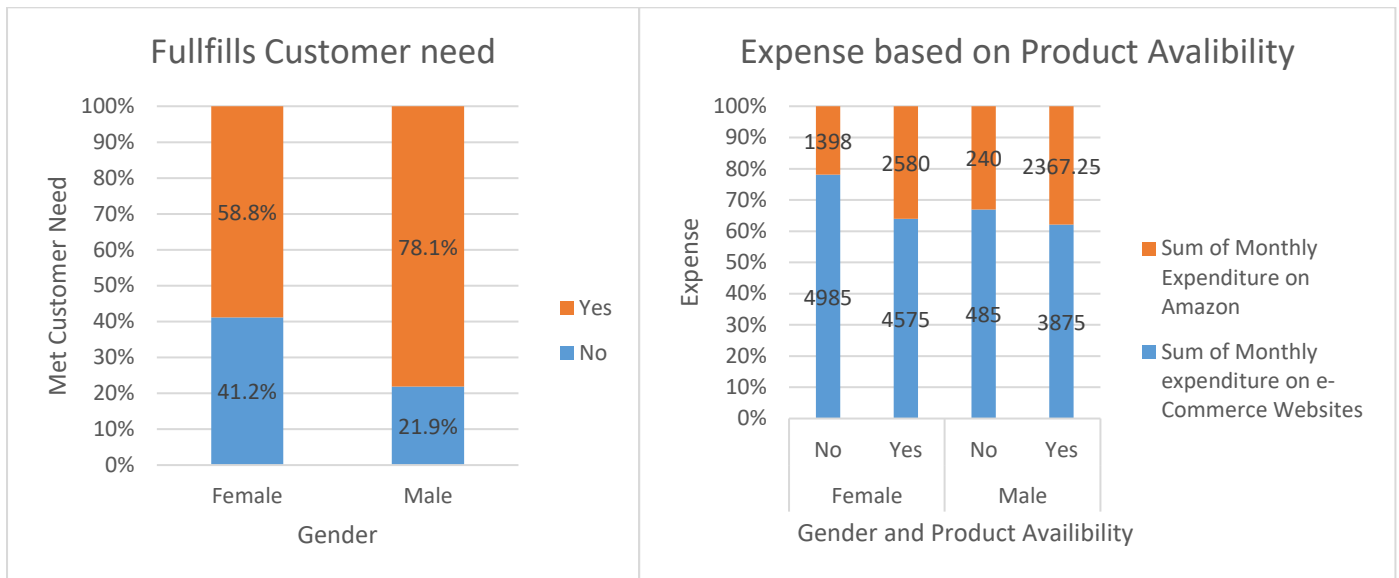


Fig 2.4

Fig 2.5

- 58.8% of the women says they find the product they are looking for on Amazon while 78.1% of the men finds the product they are looking for, on Amazon
- The women who finds their product on Amazon, spends 56% of their total monthly expenditure on Amazon while then women who doesn't find their products on Amazon spends on 28%
- Expenditure of males is not generally affected by the availability of products

3. Amazon Preferred by customer

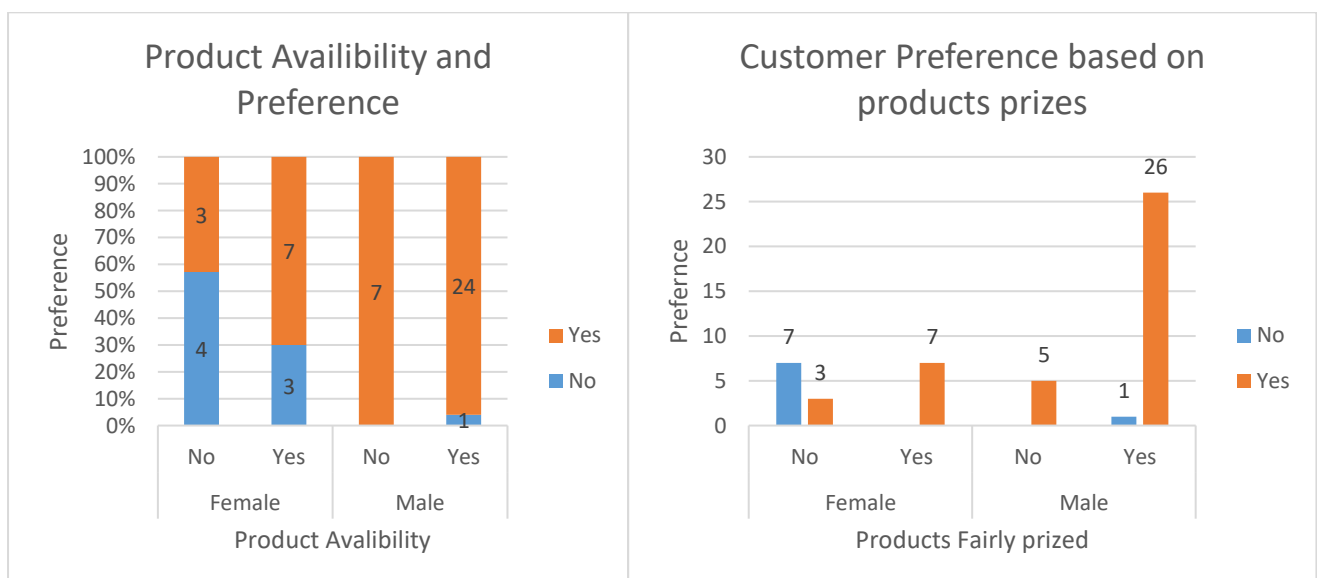


Fig 3.1

Fig 3.2

- All men prefer amazon over any other website, irrespective of the availability of product and the pricing of the product

- All the women who find the pricing of products fair on Amazon prefer amazon over any other brand. These women account for around 41% of the total women customers and total of 59% women prefer amazon over other websites
- 41% women doesn't prefer amazon over other websites, out of which 57.1% doesn't prefer amazon because the products are not available and the products are not fairly prices while 42.9% prefer other websites because only the products are fairly prized

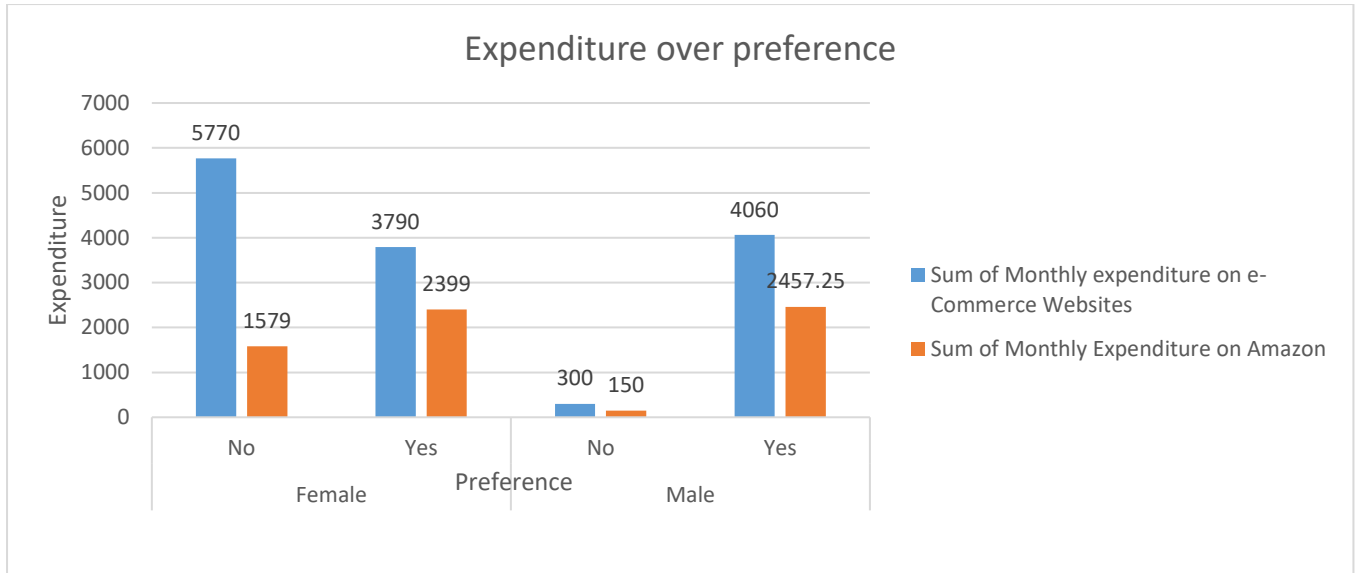
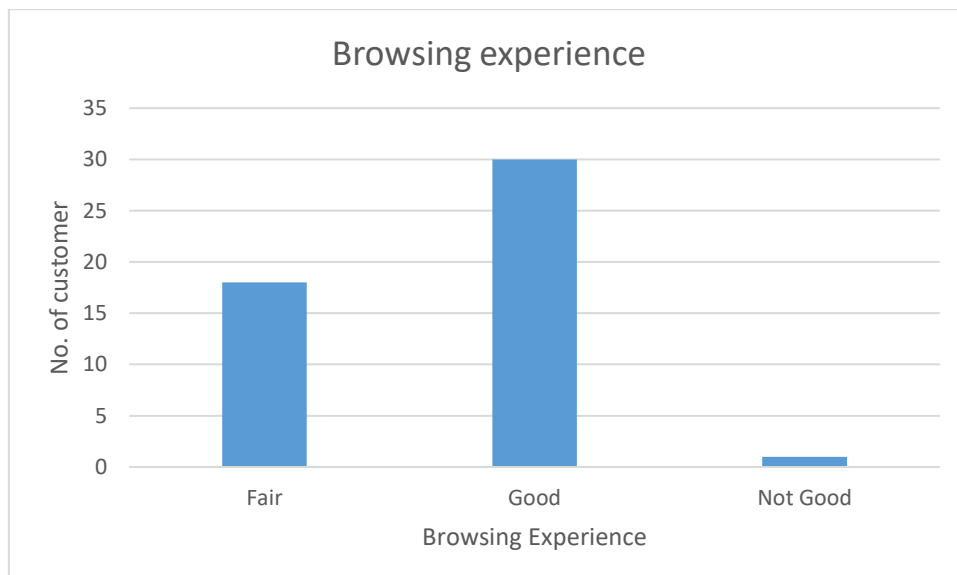


Fig 3.3

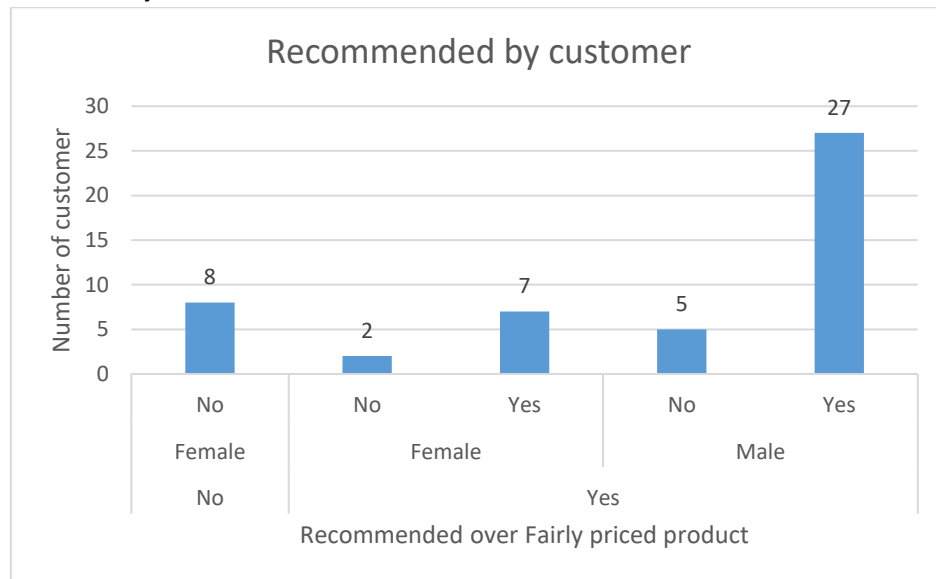
- Expenditure of men remains almost unaffected by their preference of Amazon over other
- Women who prefer Amazon spend 64% of their total monthly expense on Amazon while who don't prefer amazon only spend only 27% of their total monthly expense

4. Browsing experience:

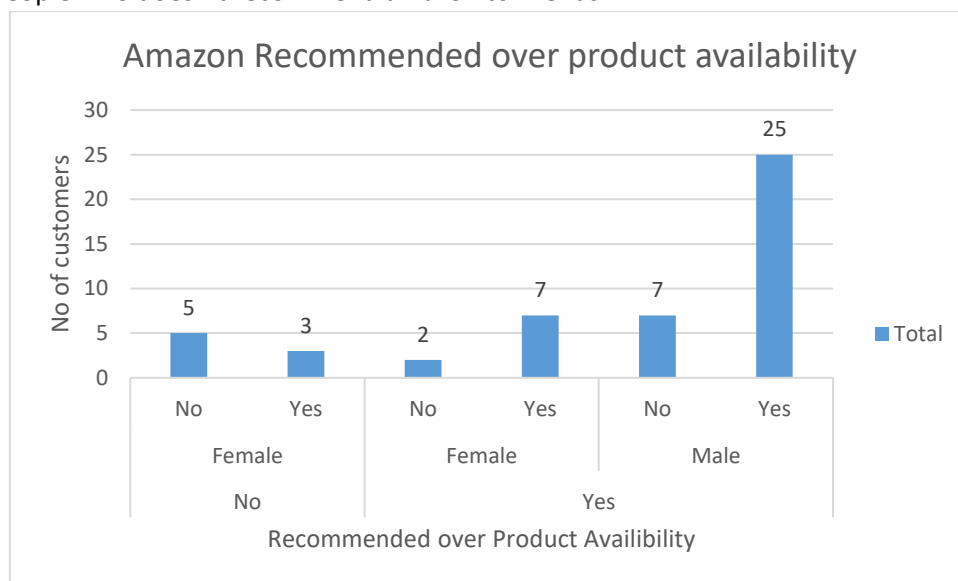


- As per the data, most of the customer finds the browsing experience good and it doesn't affect the likeliness of the customer making a product on amazon or preferring amazon over other websites.

5. Amazon Recommended by customers:



- All men recommend Amazon irrespective of the price of product
- 80% the women who find that the products are not fairly priced doesn't refer Amazon to their friends. These are the only people who doesn't recommend amazon to friends



- All men recommend Amazon irrespective of the price of product
- Out of The Total Woman who doesn't recommend Amazon, 62.5% doesn't find their product while only 38.5% find their product.

Conclusion:

- On an average women spend more than men
- Men doesn't care about the price and availability of the product
- Almost all men recommend amazon
- Browsing experience has no effect on the revenue of Amazon
- Pricing of products effects the buying capacity of women and they find the rates of product high on amazon
- Women who find the prices of product high, doesn't recommend Amazon to friends

Foot Notes:

- Please refer the workbook to tally the data
- Section 1 belongs to worksheet Sex-Based and Aged Based distribution
- Section 2 belongs to worksheet Expense v/s Gender
- Section 3 belongs to worksheet Amazon Preference
- Section 4 belongs to worksheet Browsing Experience
- Section 5 belongs to worksheet Recommendation

Workbook:

Amazon -
Customer-Survey (R€