

## Auto-Generated Data Report

Source file: C:\DeepInsight\uploads\Ecommerce\_Consumer\_Behavior\_Analysis\_Data.csv

Rows: 1000

Columns: 28

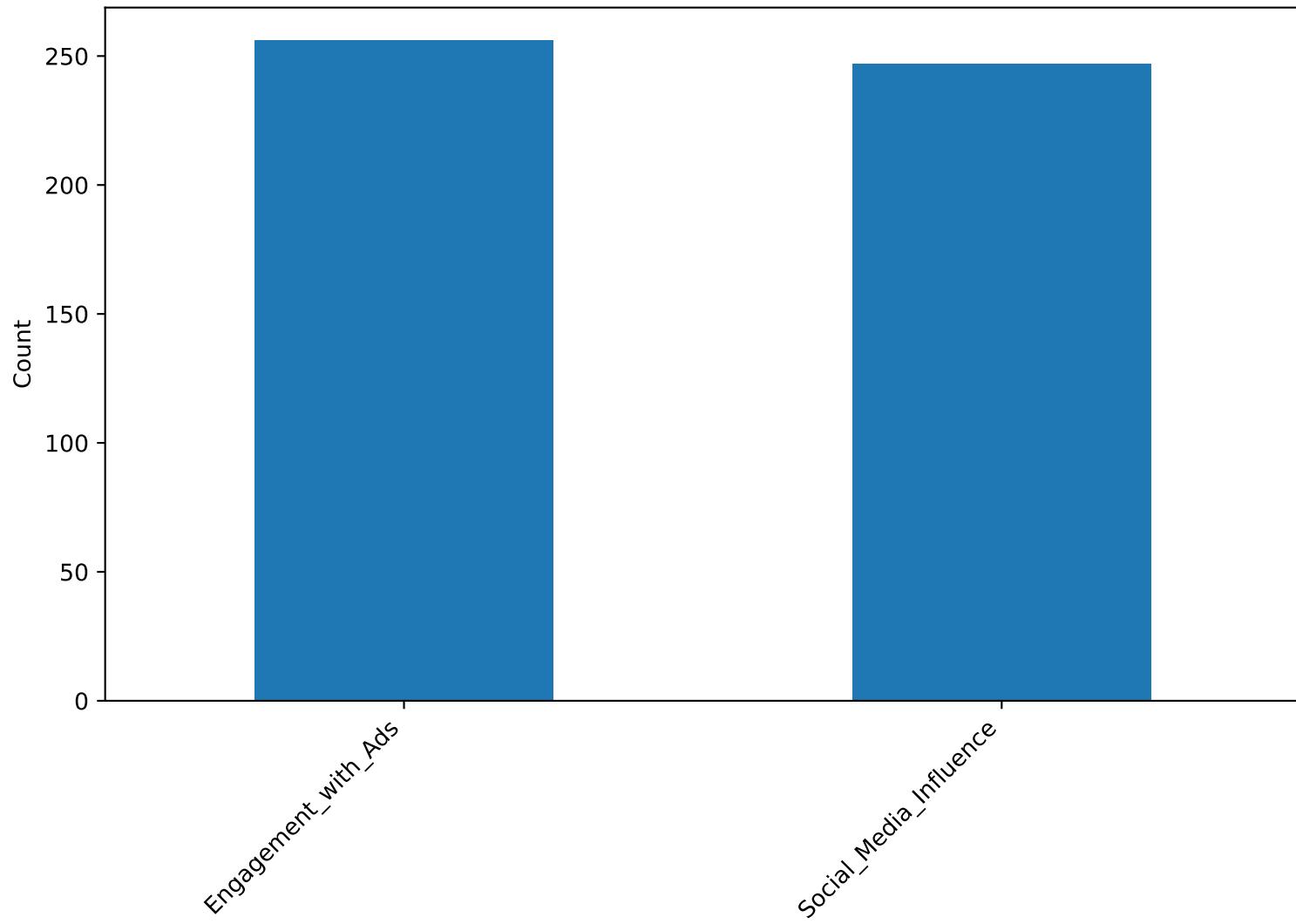
### Column Types:

- Customer\_ID: object
- Age: int64
- Gender: object
- Income\_Level: object
- Marital\_Status: object
- Education\_Level: object
- Occupation: object
- Location: object
- Purchase\_Category: object
- Purchase\_Amount: object
- Frequency\_of\_Purchase: int64
- Purchase\_Channel: object
- Brand\_Loyalty: int64
- Product\_Rating: int64
- Time\_Spent\_on\_Product\_Research(hours): float64
- Social\_Media\_Influence: object
- Discount\_Sensitivity: object
- Return\_Rate: int64
- Customer\_Satisfaction: int64
- Engagement\_with\_Ads: object
- Device\_Used\_for\_Shopping: object
- Payment\_Method: object
- Time\_of\_Purchase: object
- Discount\_Used: bool
- Customer\_Loyalty\_Program\_Member: bool
- Purchase\_Intent: object
- Shipping\_Preference: object
- Time\_to\_Decision: int64

## Sample Data (first rows)

Channel	Brand_Loyalty	Product_Rating	Time_Spent_on_Product_Research(hours)	Social_Media_Influence	Discount_Sensitivity	Return_Rate	Customer_Satisfaction	Engagement_with_Audience
Mixed	5	5	2.0	nan	Somewhat Sensitive	1	7	High
In-Store	3	1	2.0	Medium	Not Sensitive	1	5	High
Mixed	5	5	0.3	Low	Not Sensitive	1	7	Low
Mixed	3	1	1.0	High	Somewhat Sensitive	0	1	None
Mixed	3	4	0.0	Medium	Not Sensitive	2	10	None
Mixed	3	3	0.0	High	Not Sensitive	2	3	None
Online	2	5	1.0	High	Somewhat Sensitive	0	9	Low
Online	5	4	1.0	Low	Somewhat Sensitive	2	9	None
In-Store	3	5	0.0	Low	Very Sensitive	1	2	High
Online	2	5	1.0	nan	Somewhat Sensitive	1	5	Medium

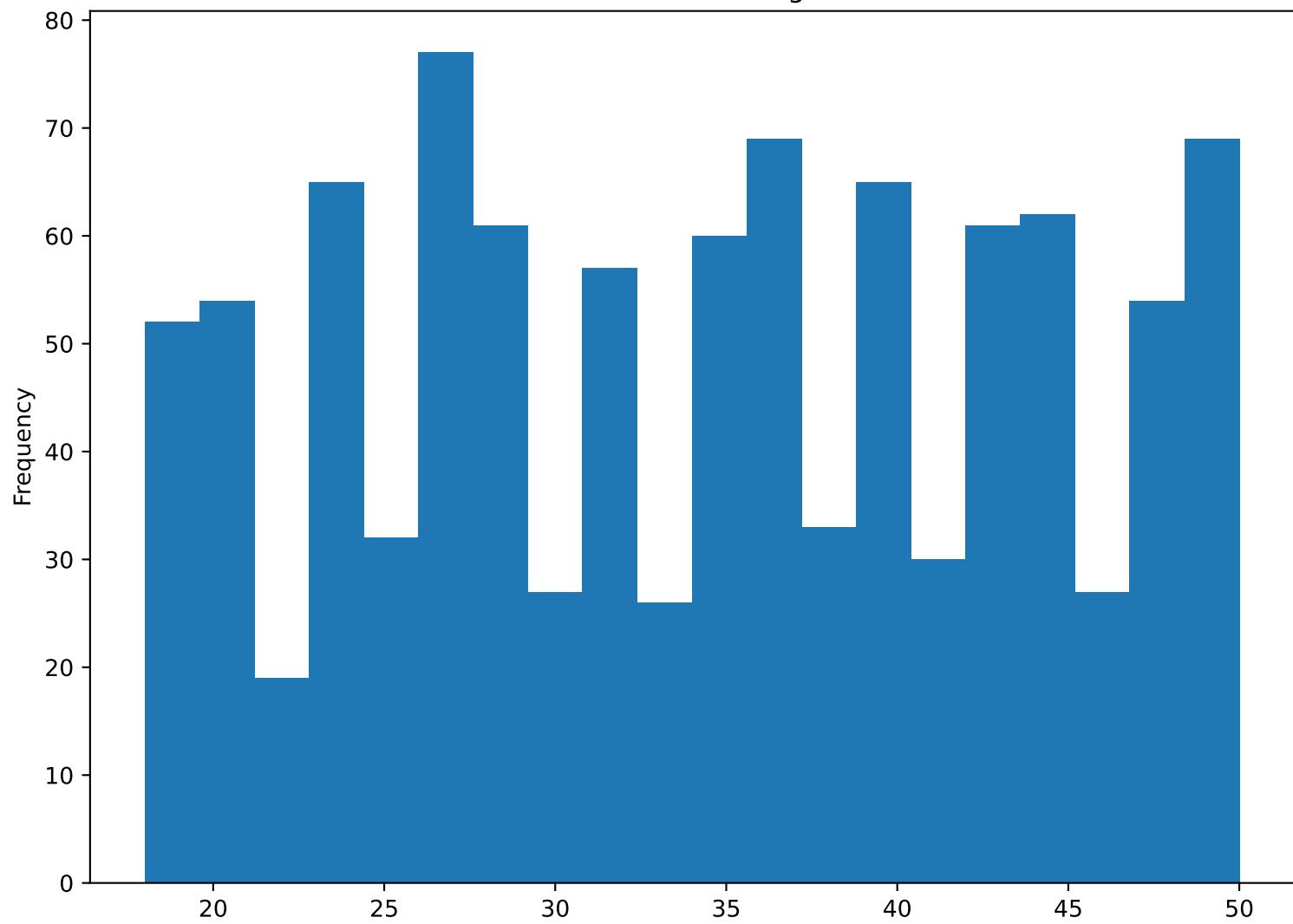
### Missing Values per Column



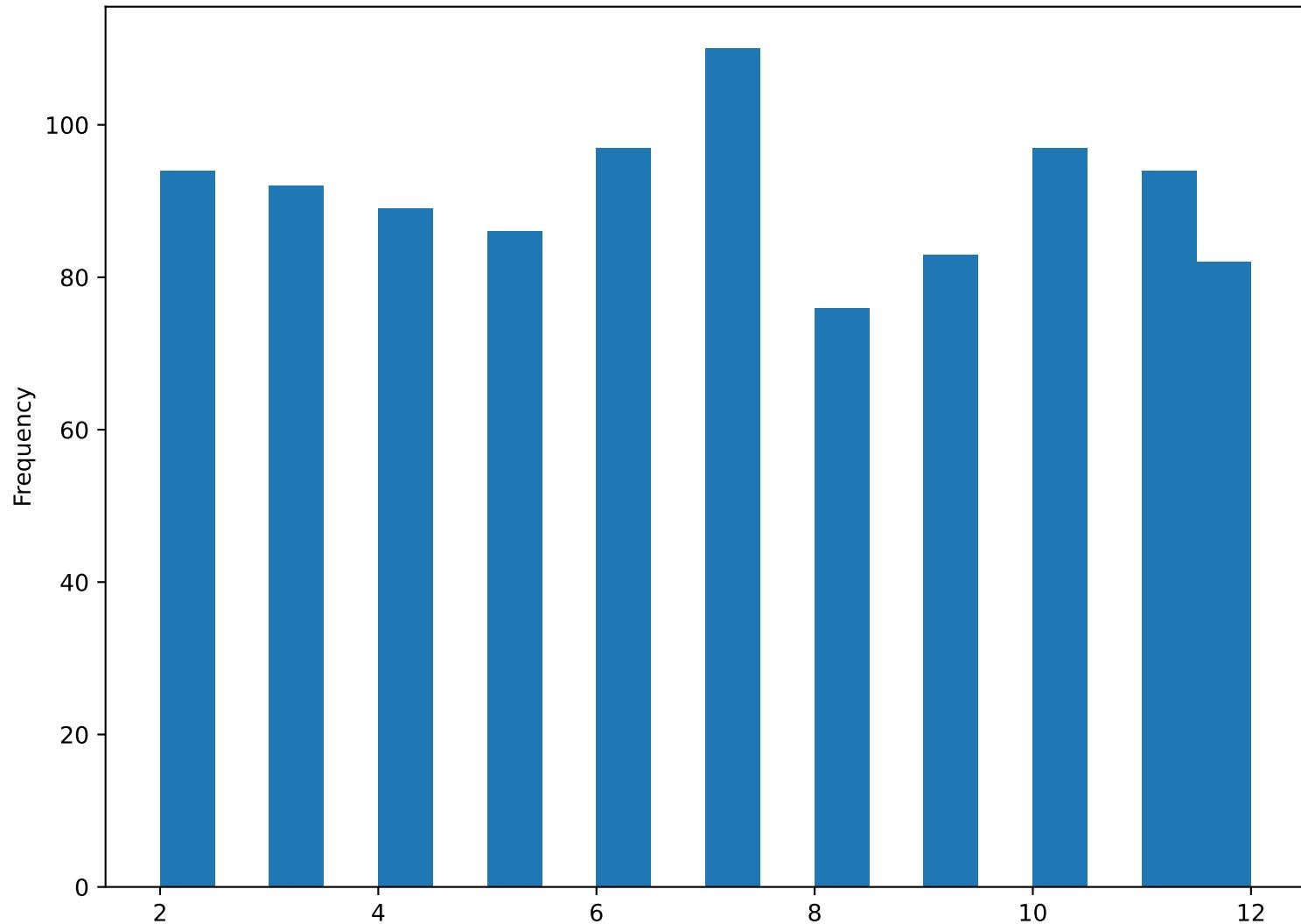
## Numeric Columns - Summary Statistics

	count	mean	std	min	25%	50%	75%	max
Age	1000.0	34.304	9.353	18.0	26.0	34.5	42.0	50.0
Frequency_of_Purchase	1000.0	6.945	3.147	2.0	4.0	7.0	10.0	12.0
Brand_Loyalty	1000.0	3.026	1.417	1.0	2.0	3.0	4.0	5.0
Product_Rating	1000.0	3.033	1.437	1.0	2.0	3.0	4.0	5.0
Time_Spent_on_Product_Research(hours)	1000.0	1.013	0.792	0.0	0.0	1.0	2.0	2.0
Return_Rate	1000.0	0.954	0.81	0.0	0.0	1.0	2.0	2.0
Customer_Satisfaction	1000.0	5.399	2.868	1.0	3.0	5.0	8.0	10.0
Time_to_Decision	1000.0	7.547	4.036	1.0	4.0	8.0	11.0	14.0

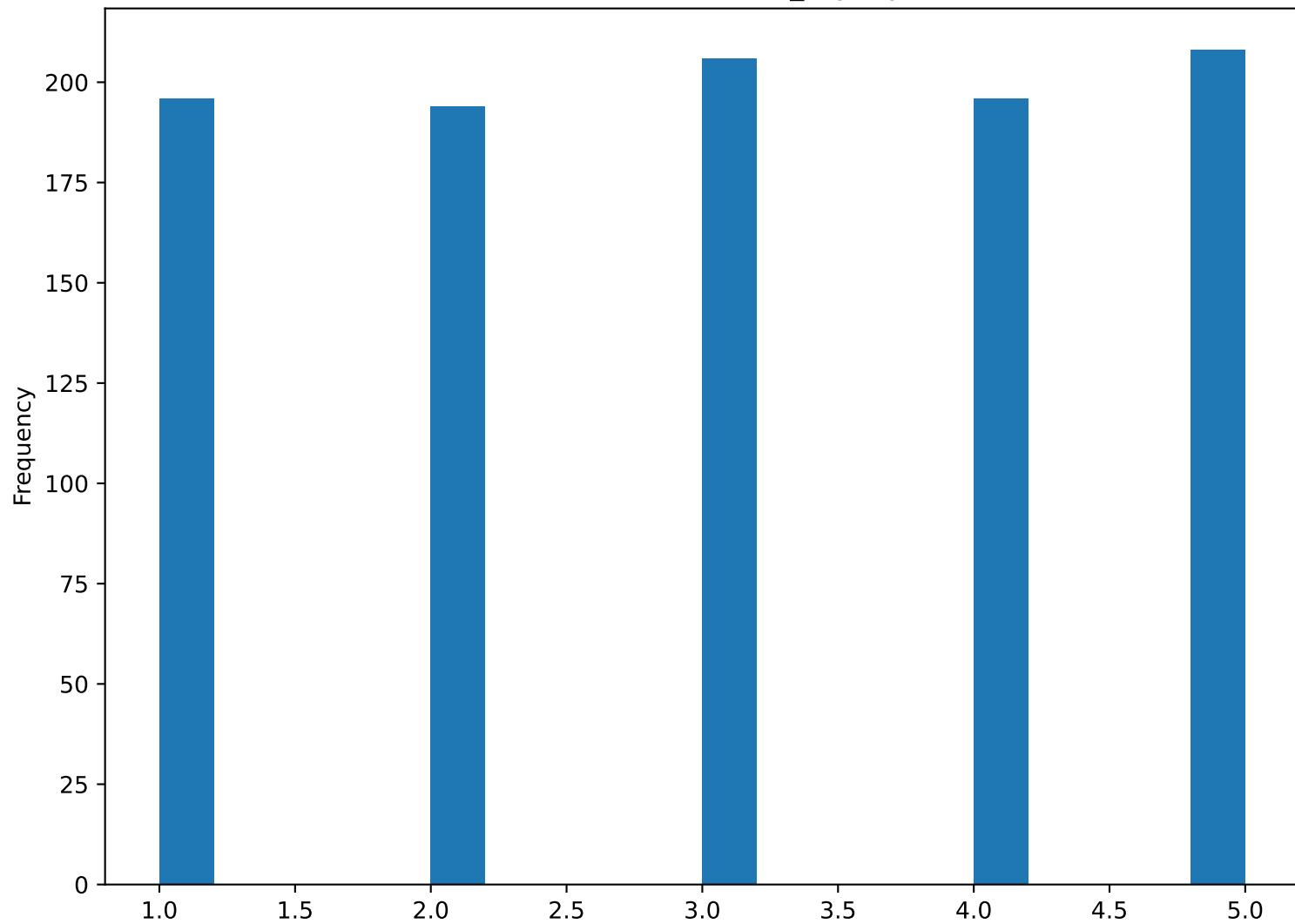
### Distribution of Age



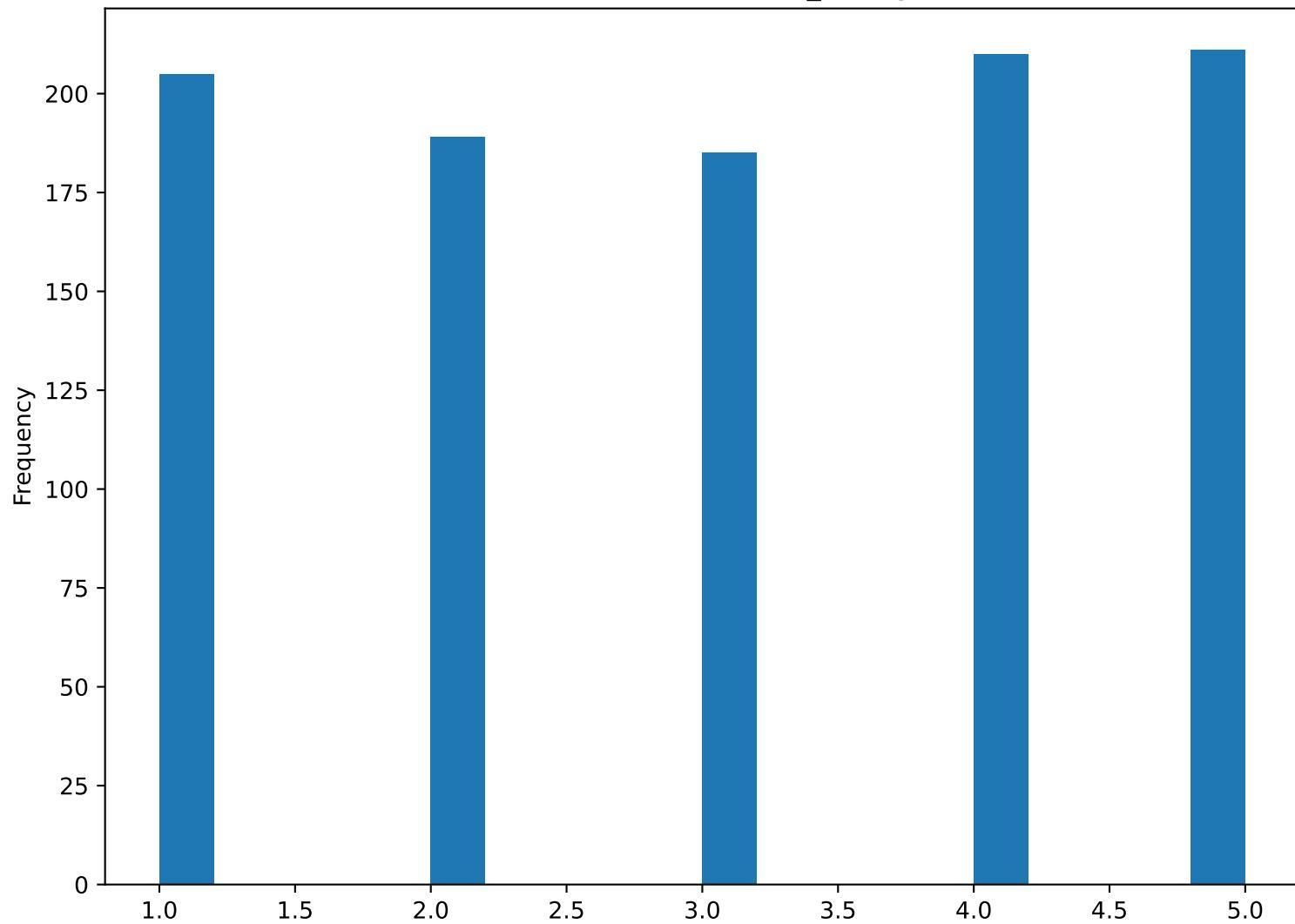
### Distribution of Frequency\_of\_Purchase



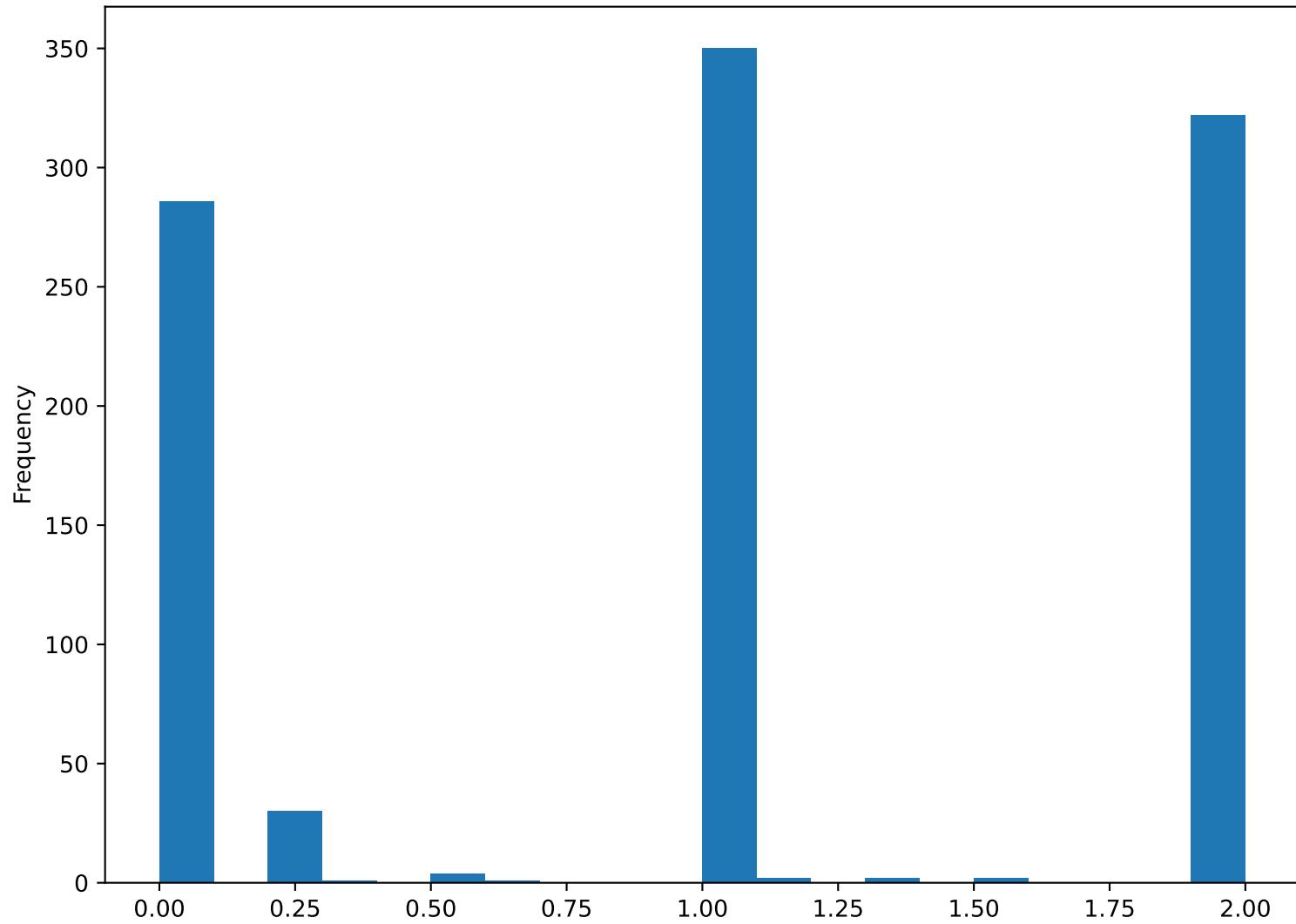
### Distribution of Brand\_Loyalty



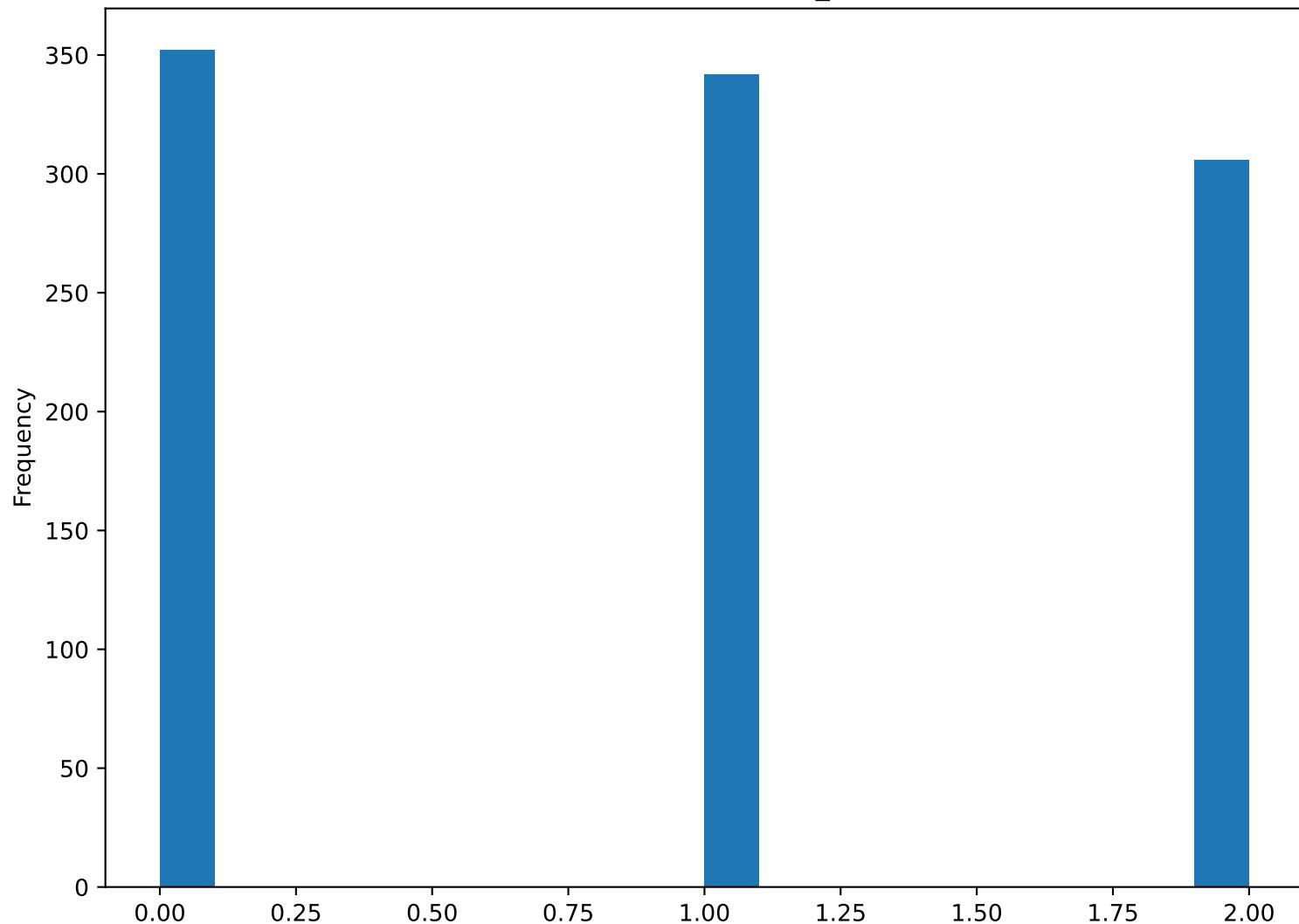
### Distribution of Product\_Rating



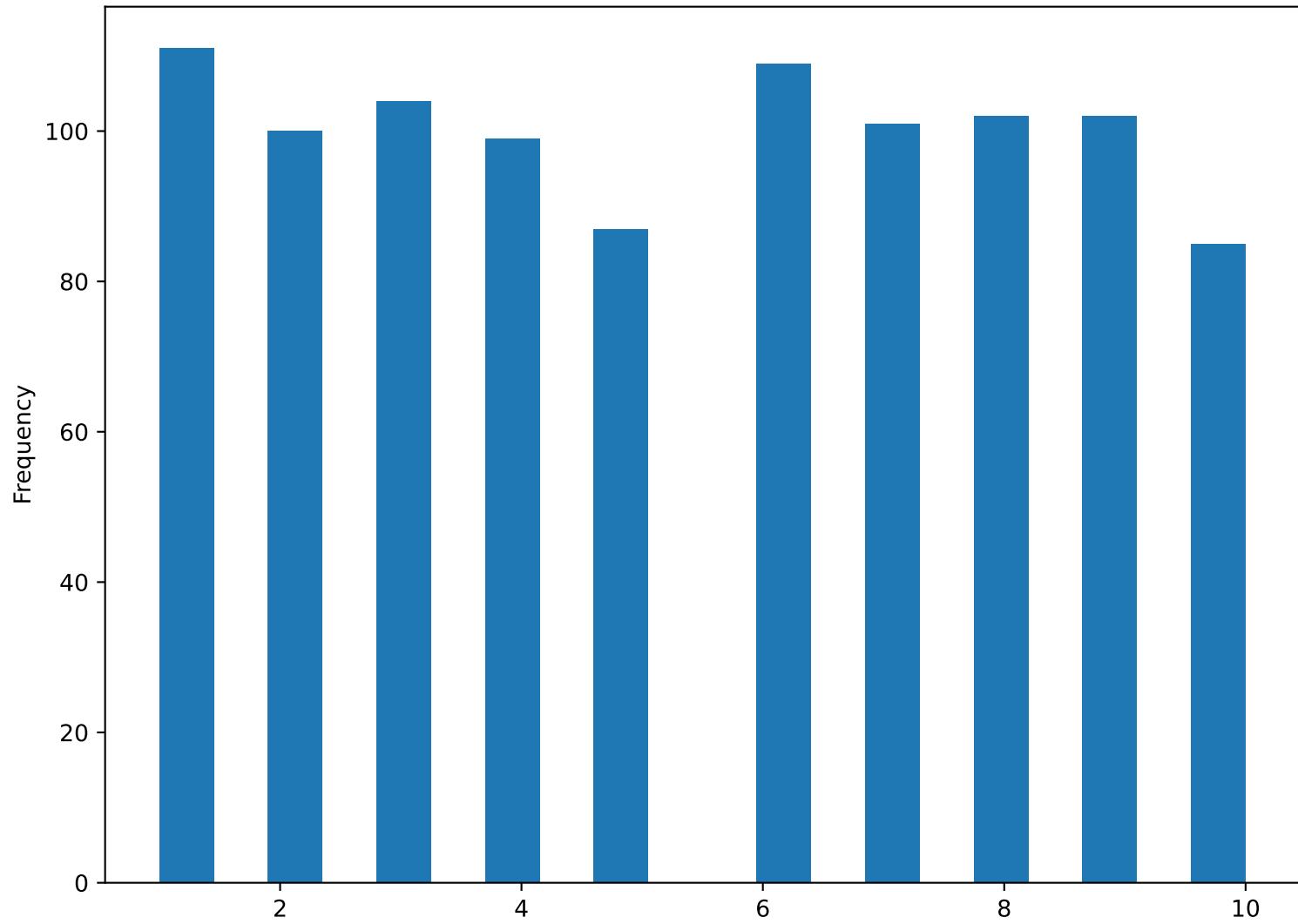
### Distribution of Time\_Spent\_on\_Product\_Research(hours)



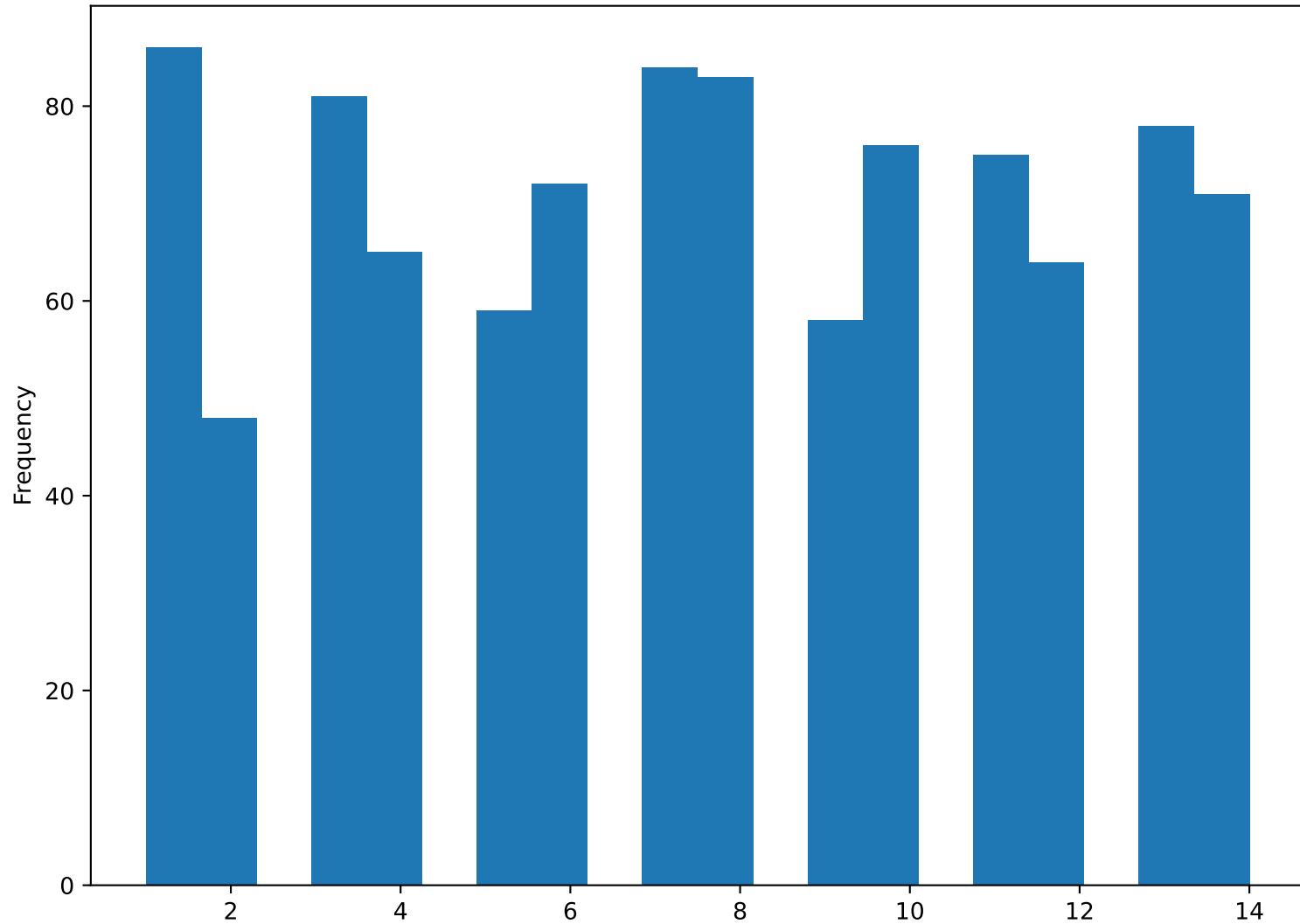
### Distribution of Return\_Rate



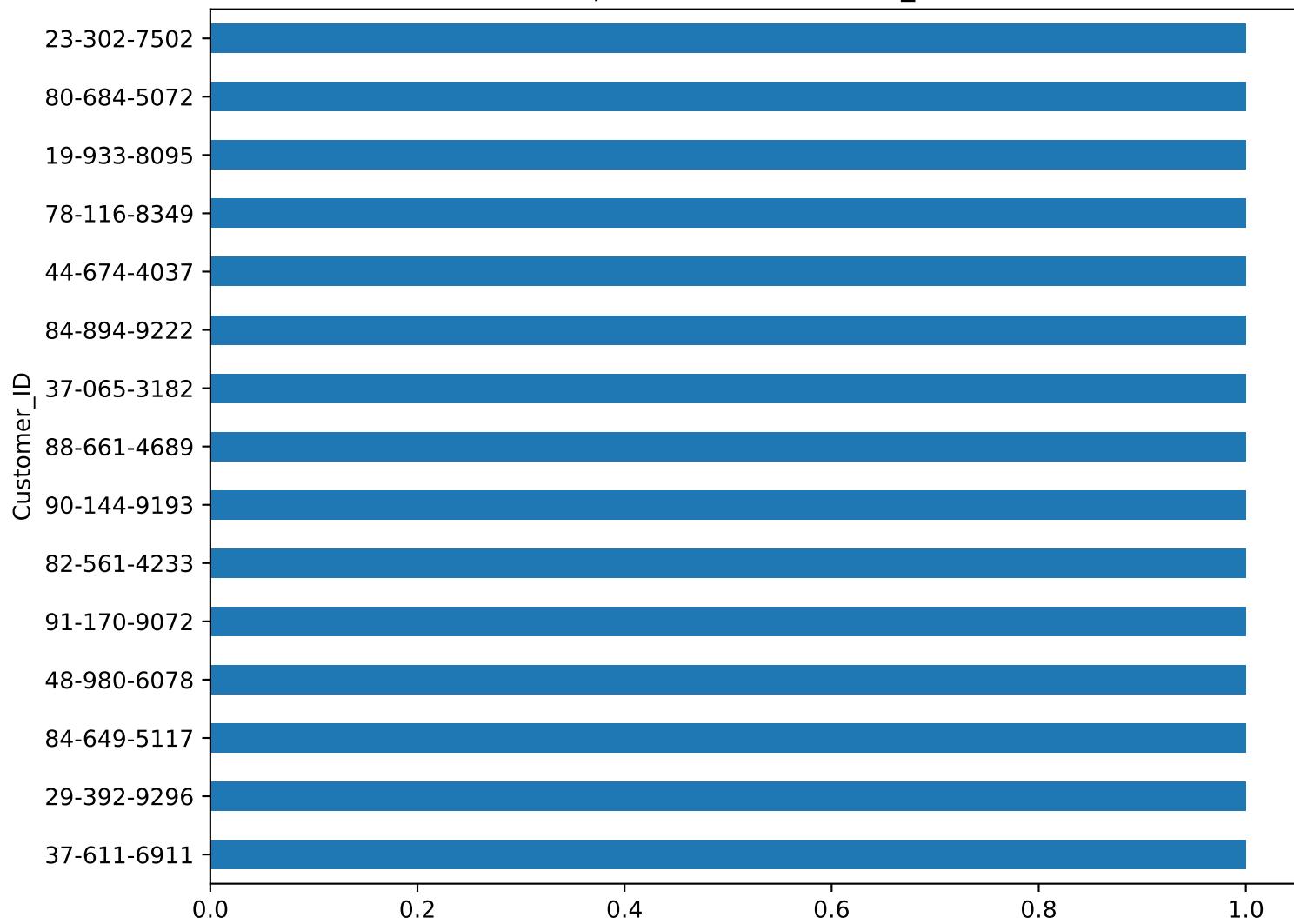
### Distribution of Customer\_Satisfaction



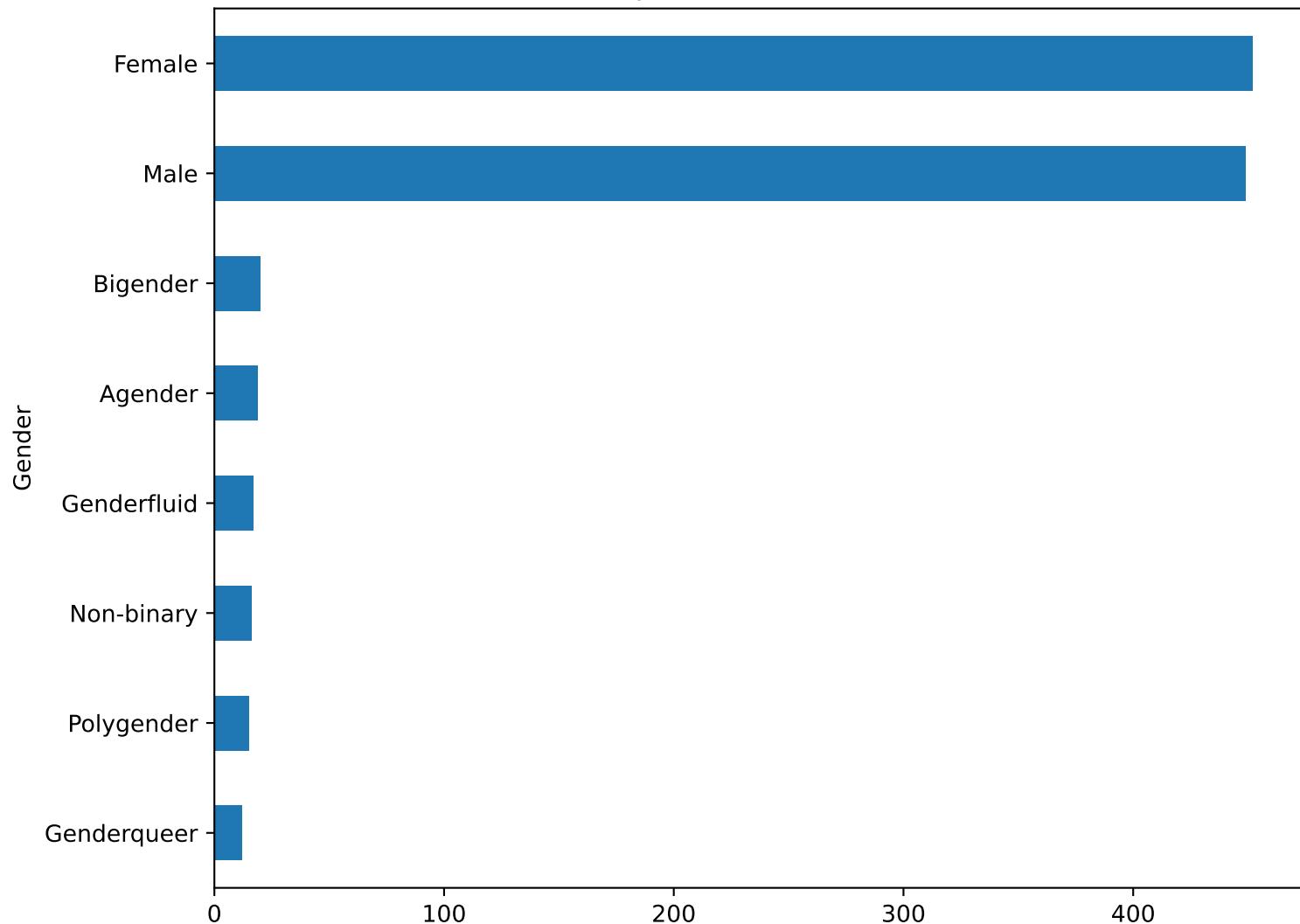
### Distribution of Time\_to\_Decision



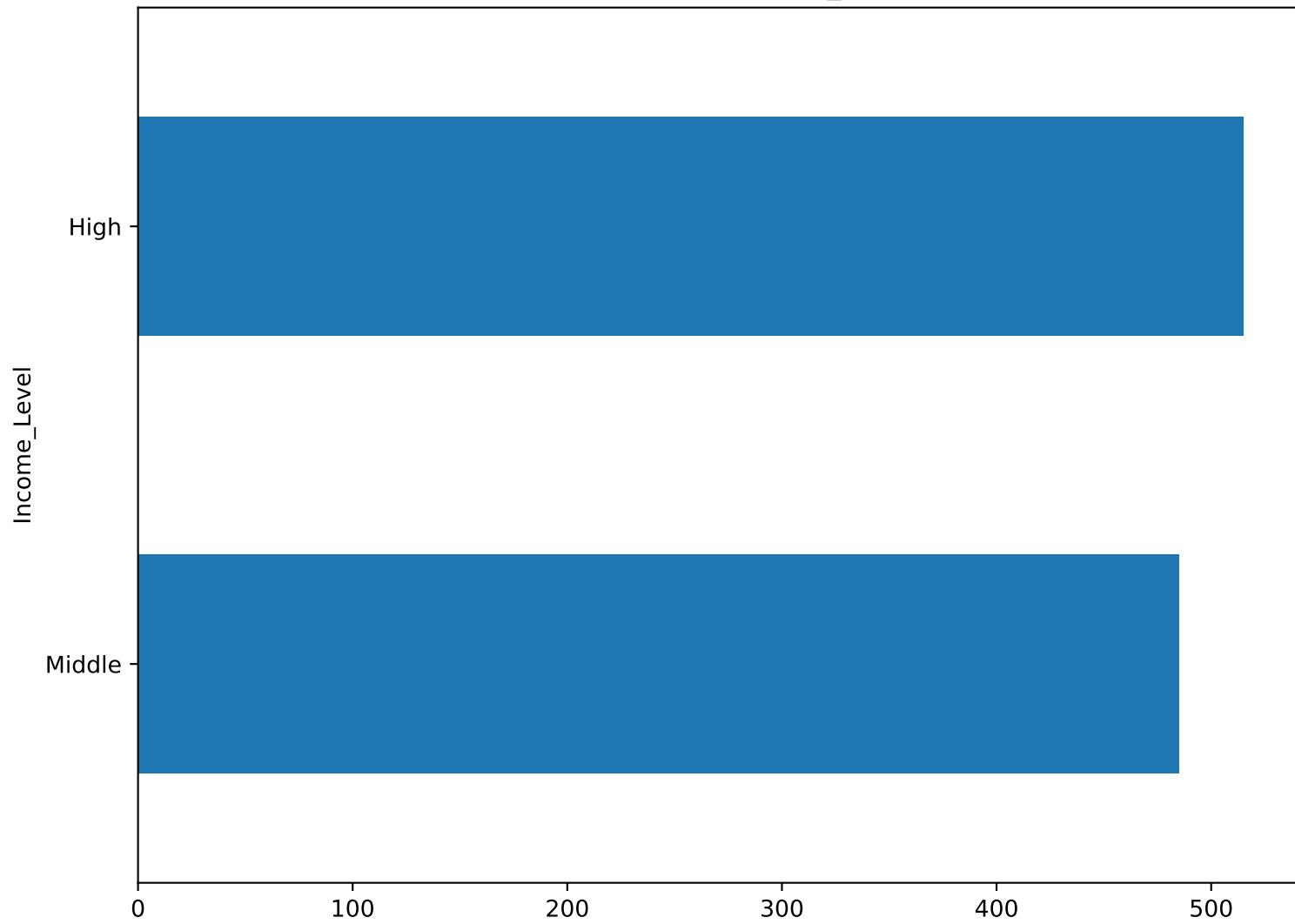
Top Values for Customer\_ID



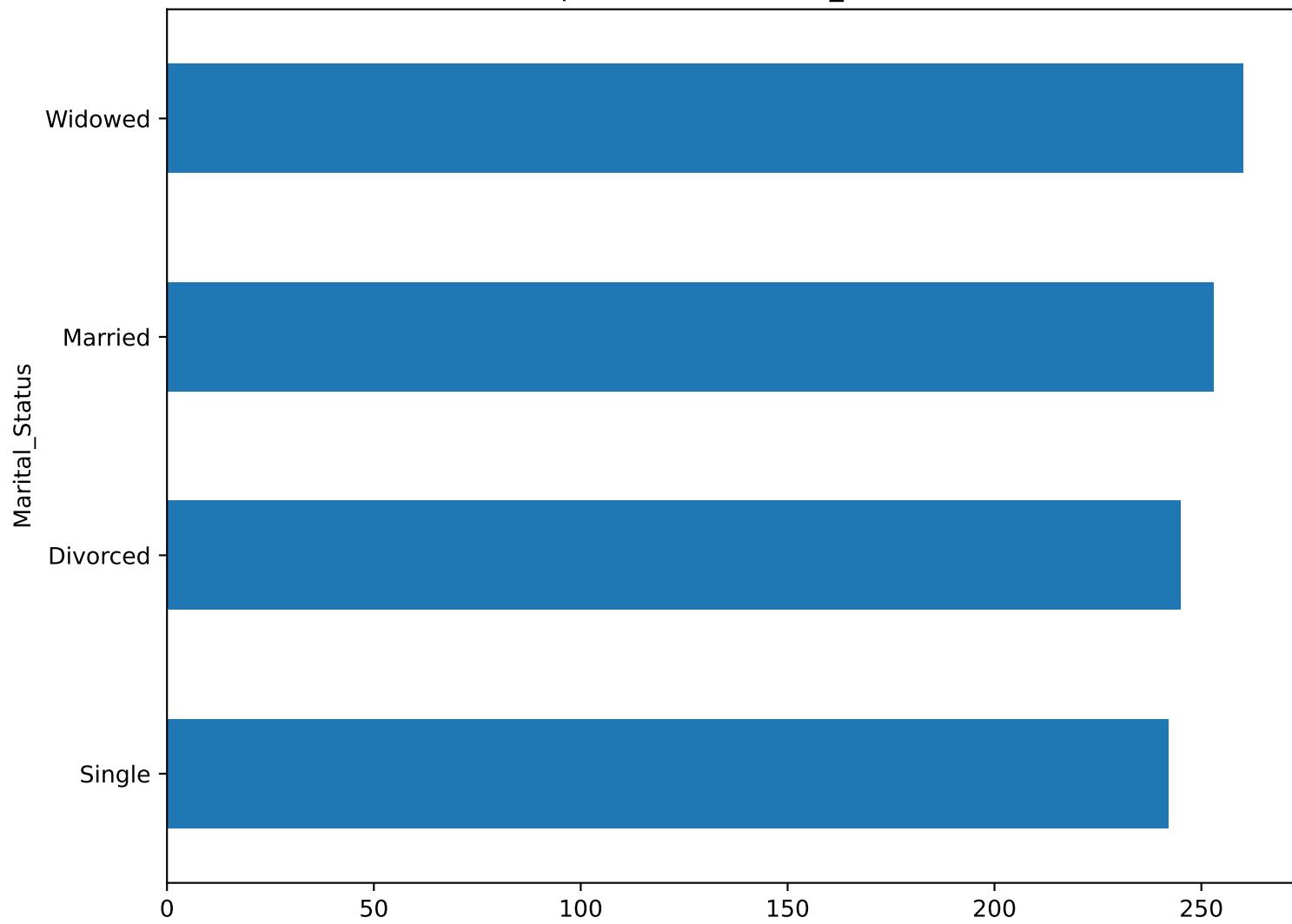
### Top Values for Gender



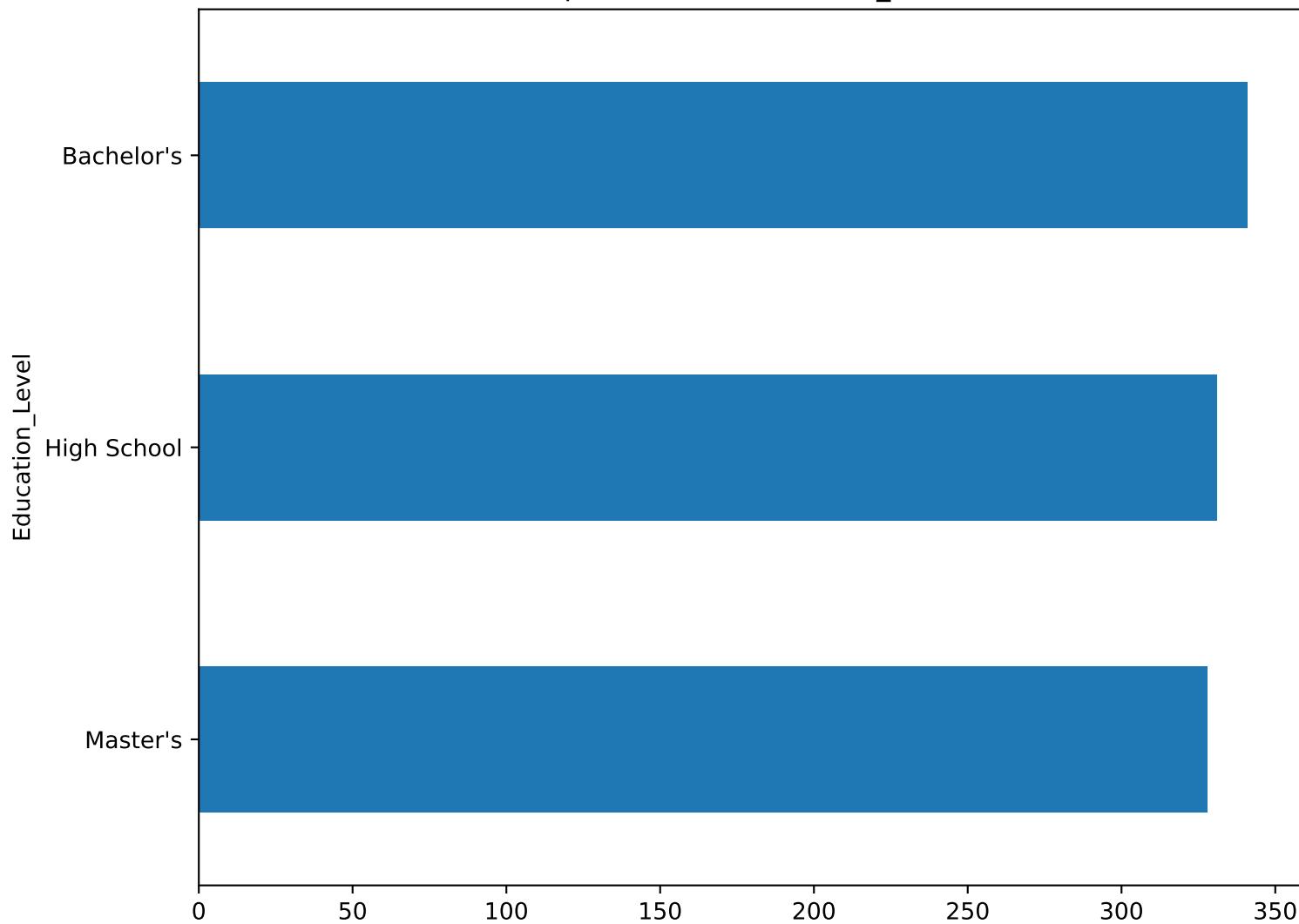
### Top Values for Income\_Level



### Top Values for Marital\_Status



### Top Values for Education\_Level



### Top Values for Occupation

Occupation

High



Middle

0

100

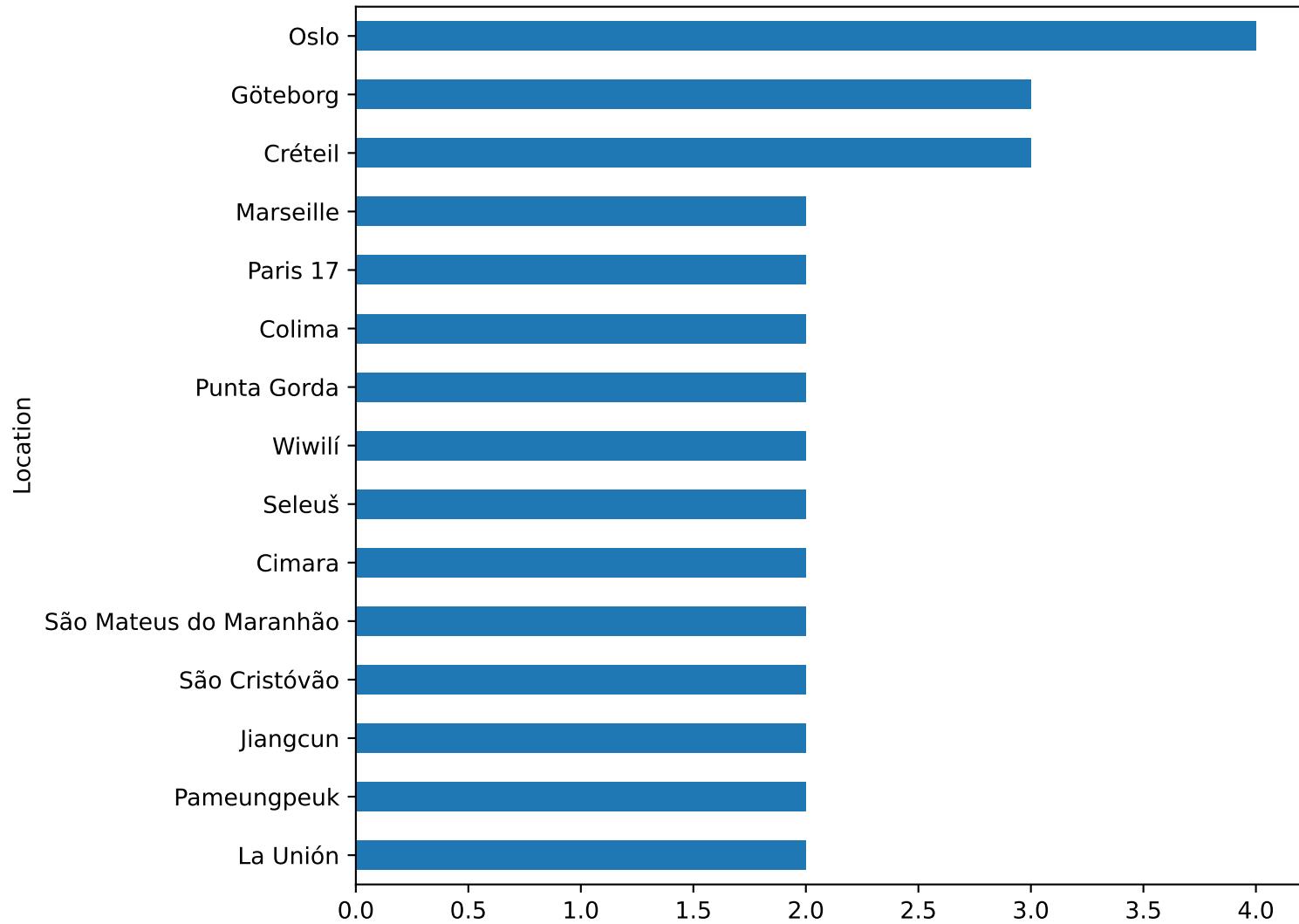
200

300

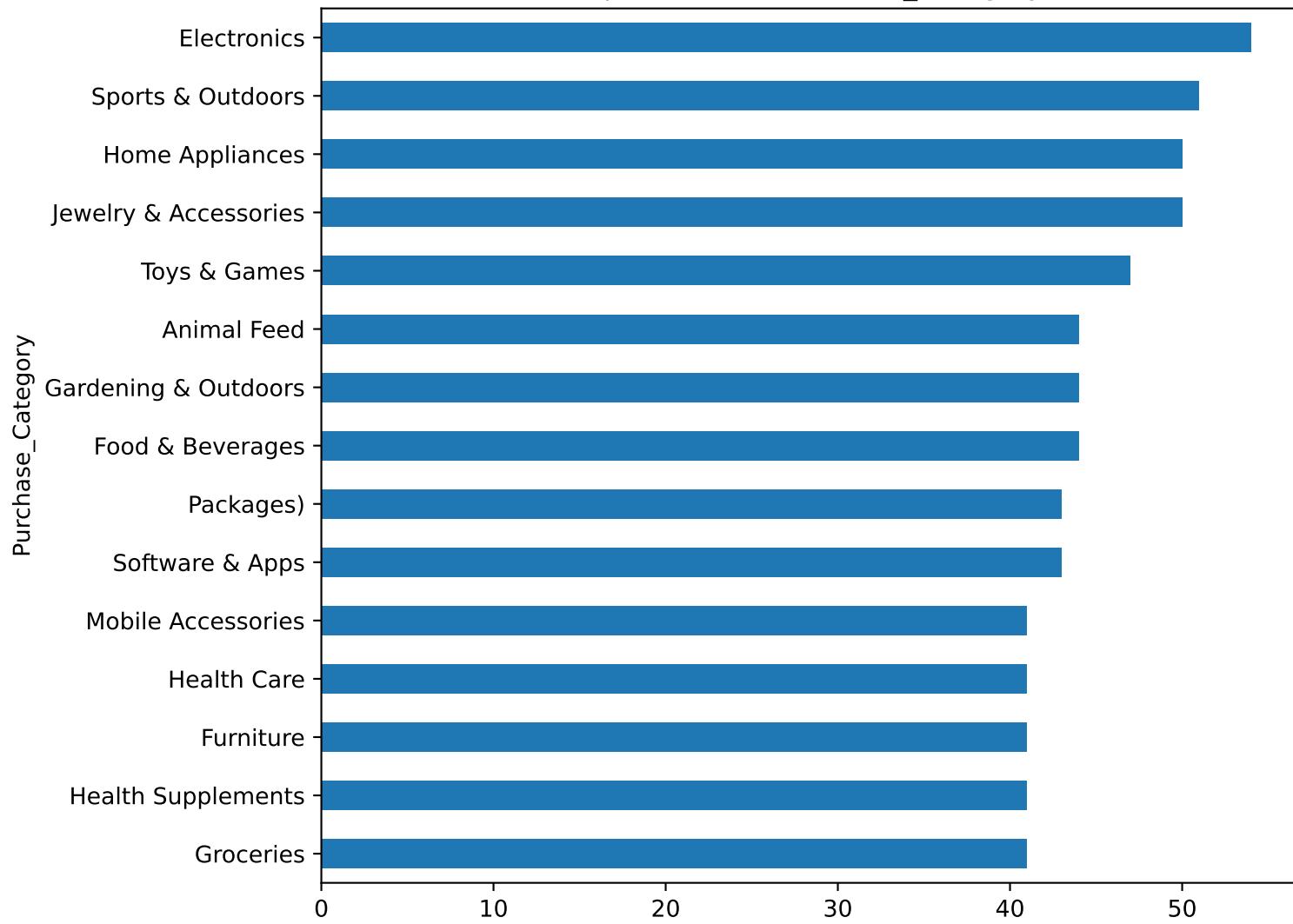
400

500

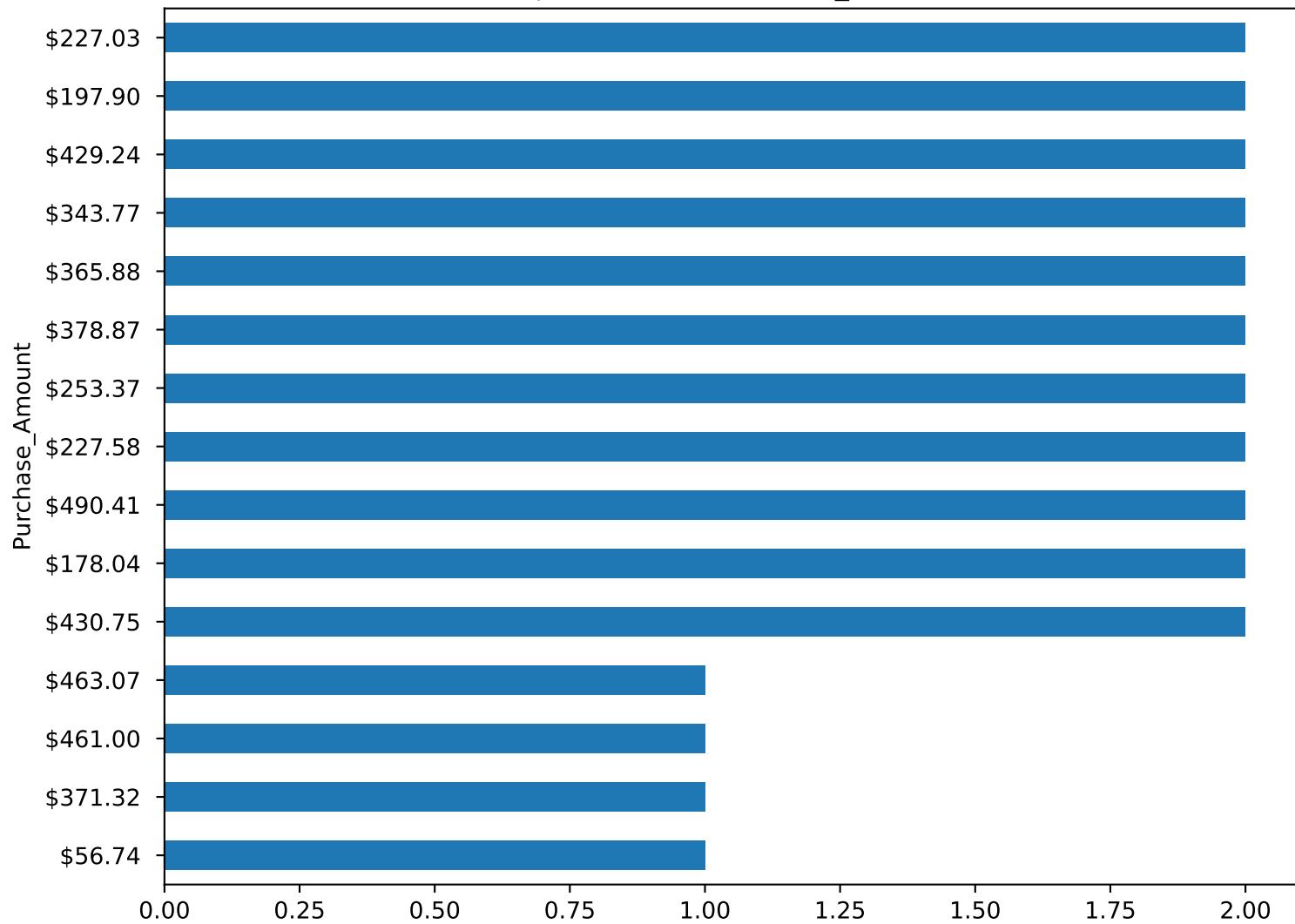
### Top Values for Location



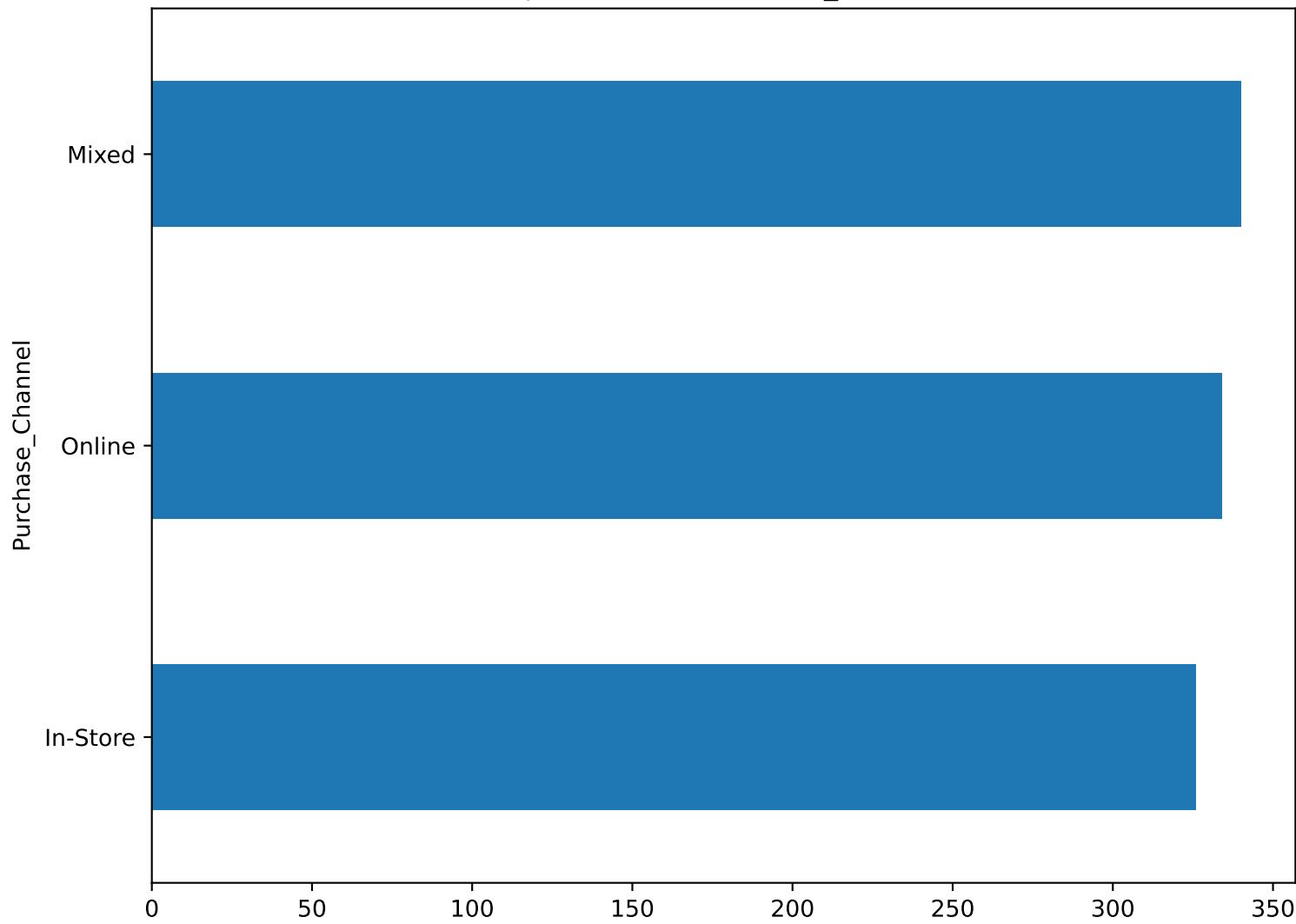
### Top Values for Purchase\_Category



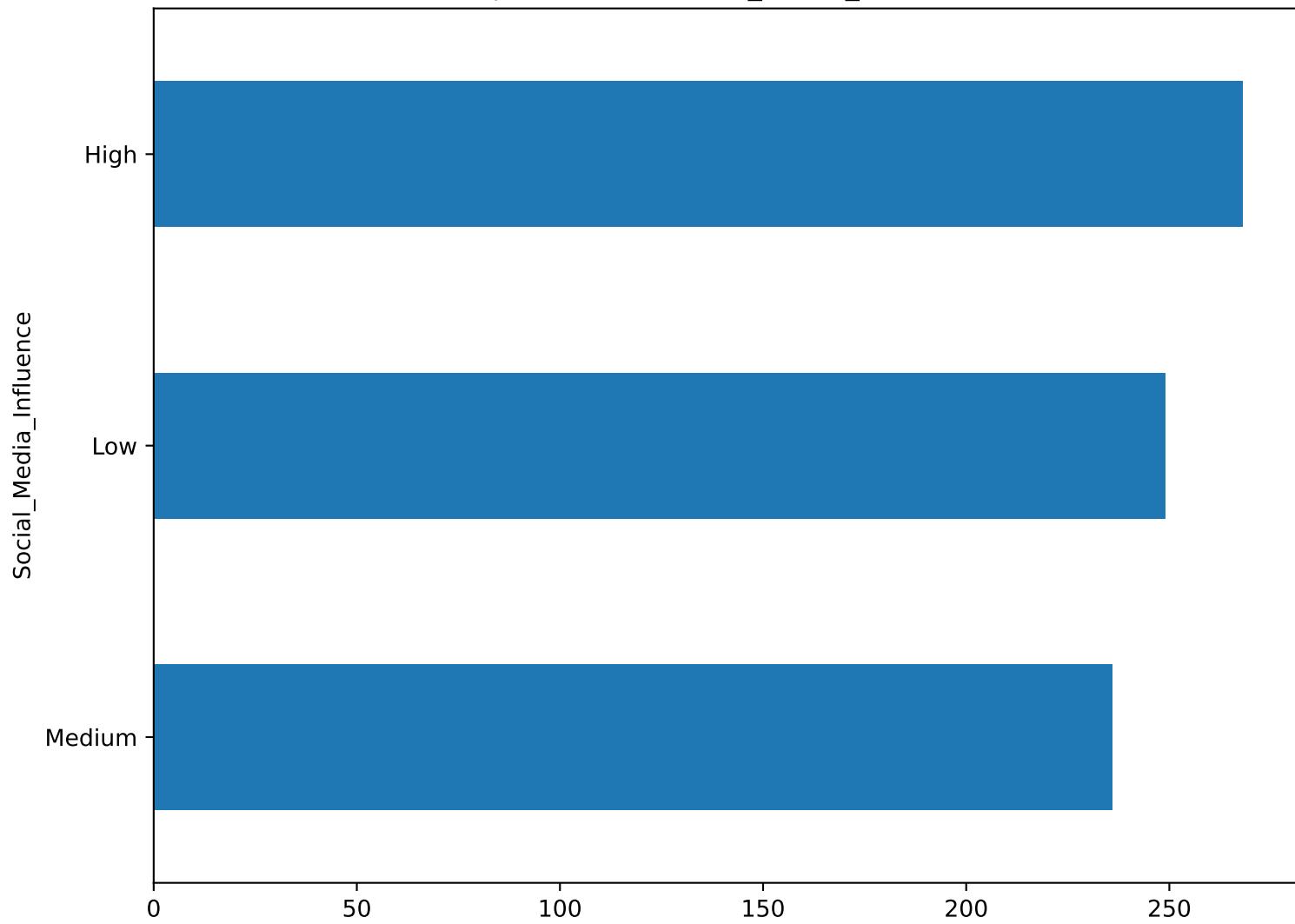
### Top Values for Purchase\_Amount



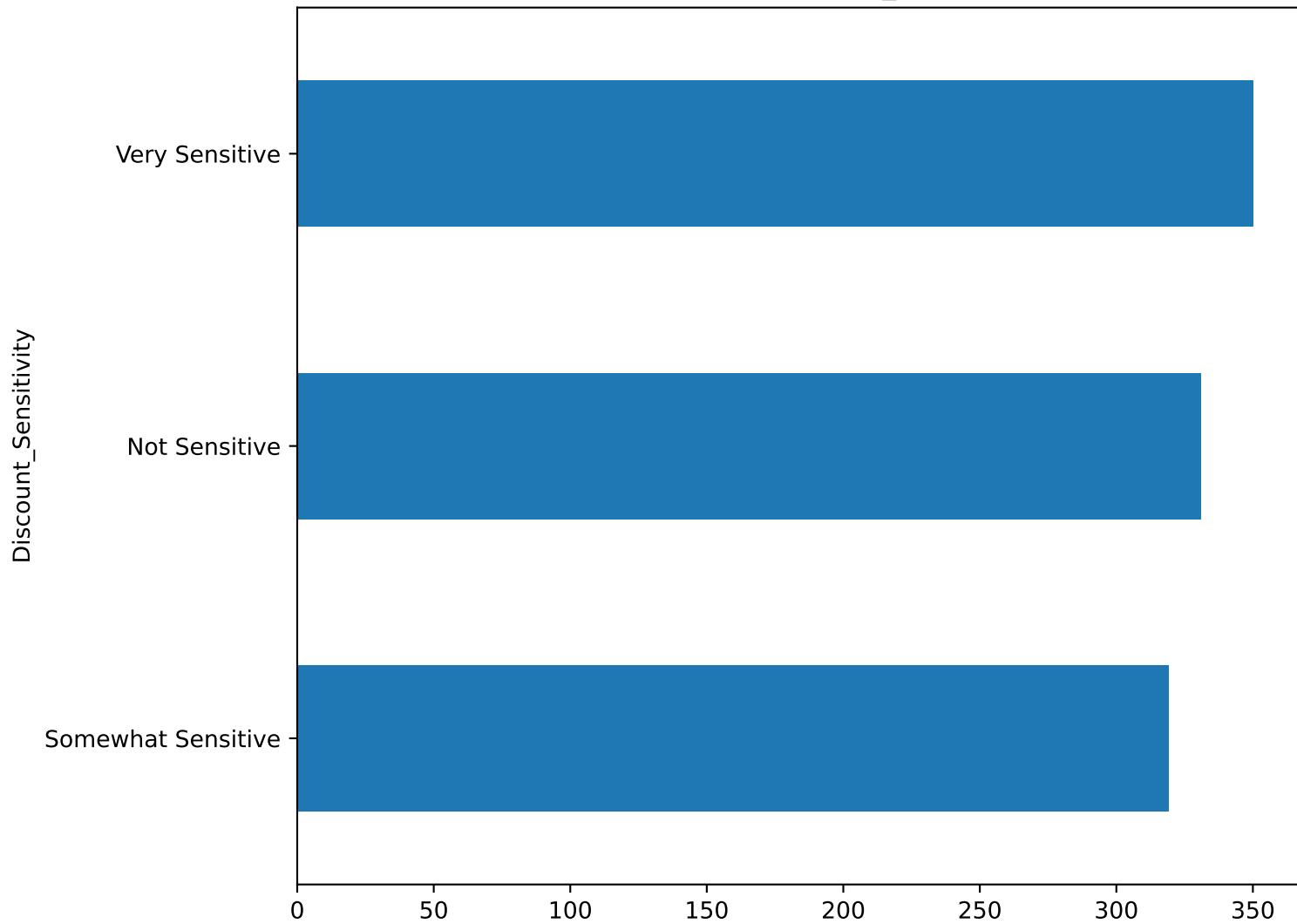
### Top Values for Purchase\_Channel



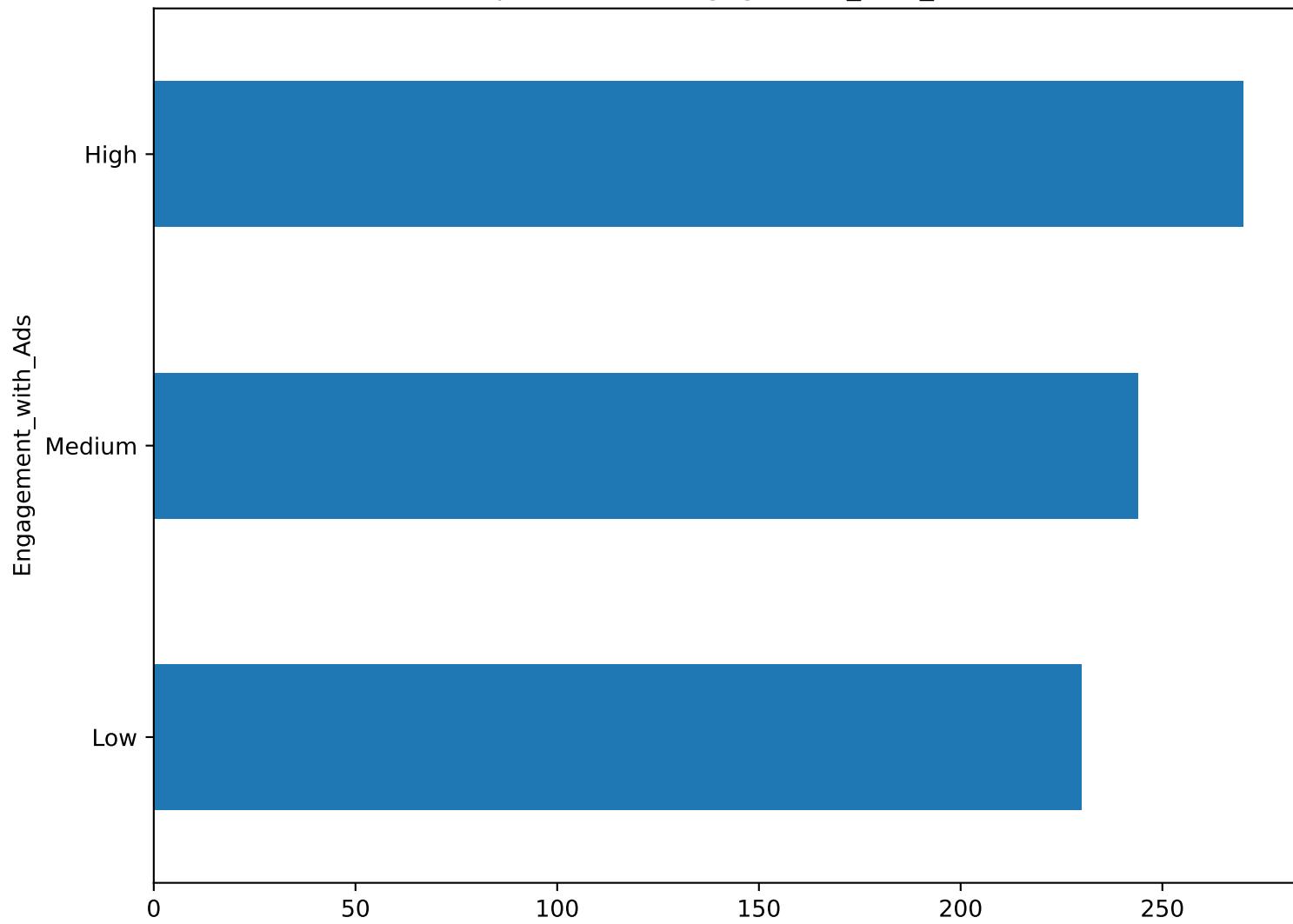
### Top Values for Social\_Media\_Influence



### Top Values for Discount\_Sensitivity



### Top Values for Engagement\_with\_Ads



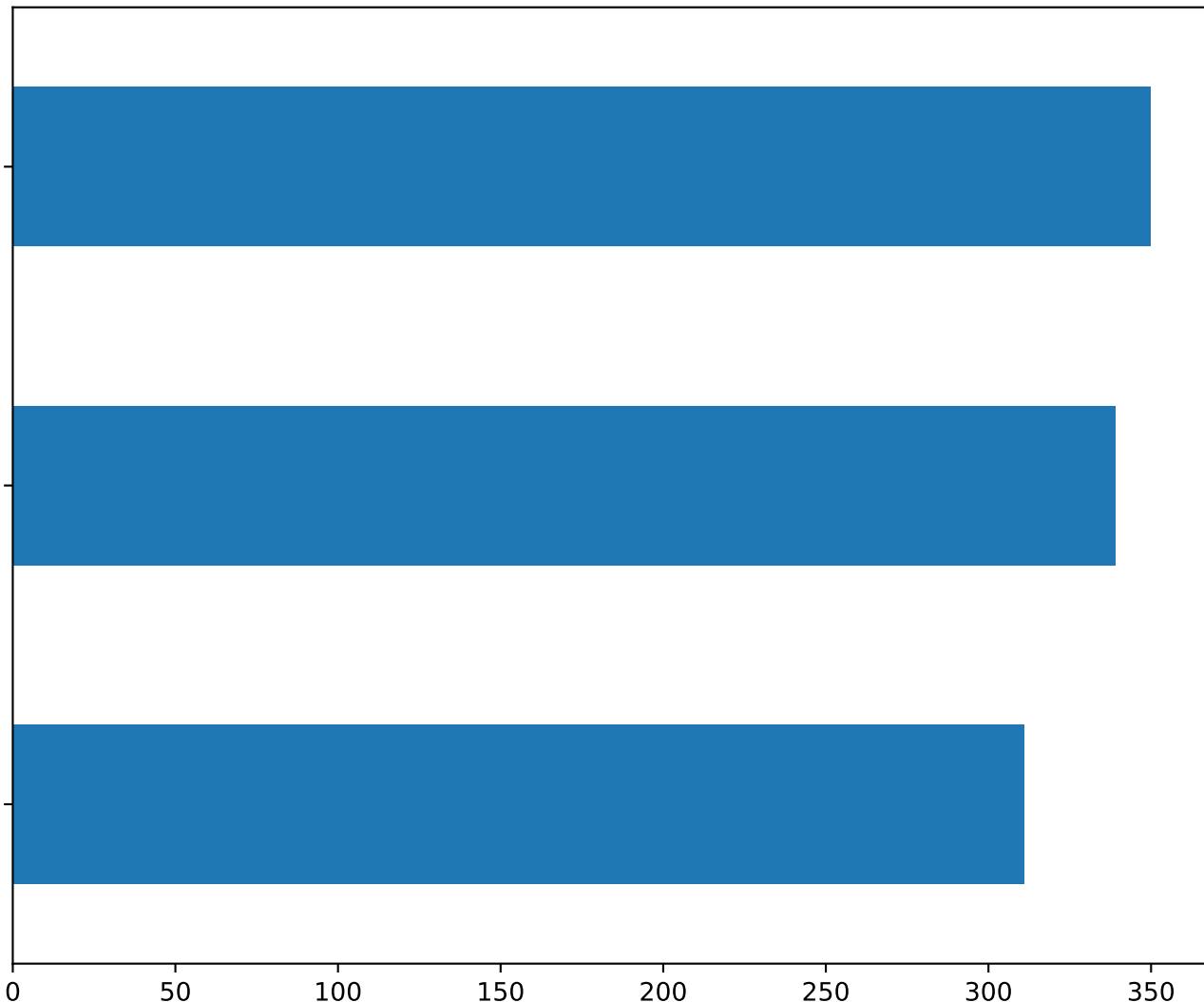
### Top Values for Device\_Used\_for\_Shopping

Device\_Used\_for\_Shopping

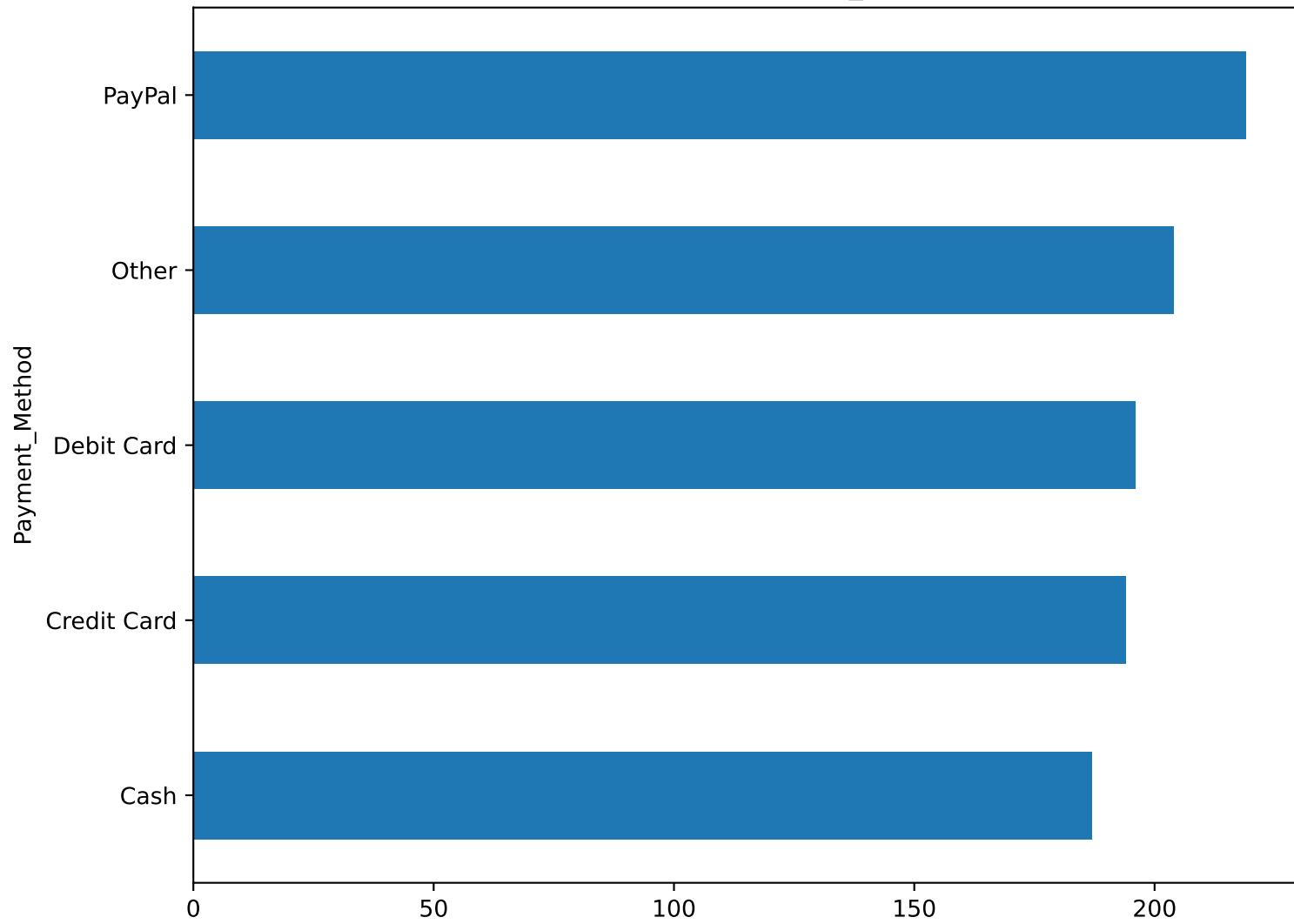
Desktop

Tablet

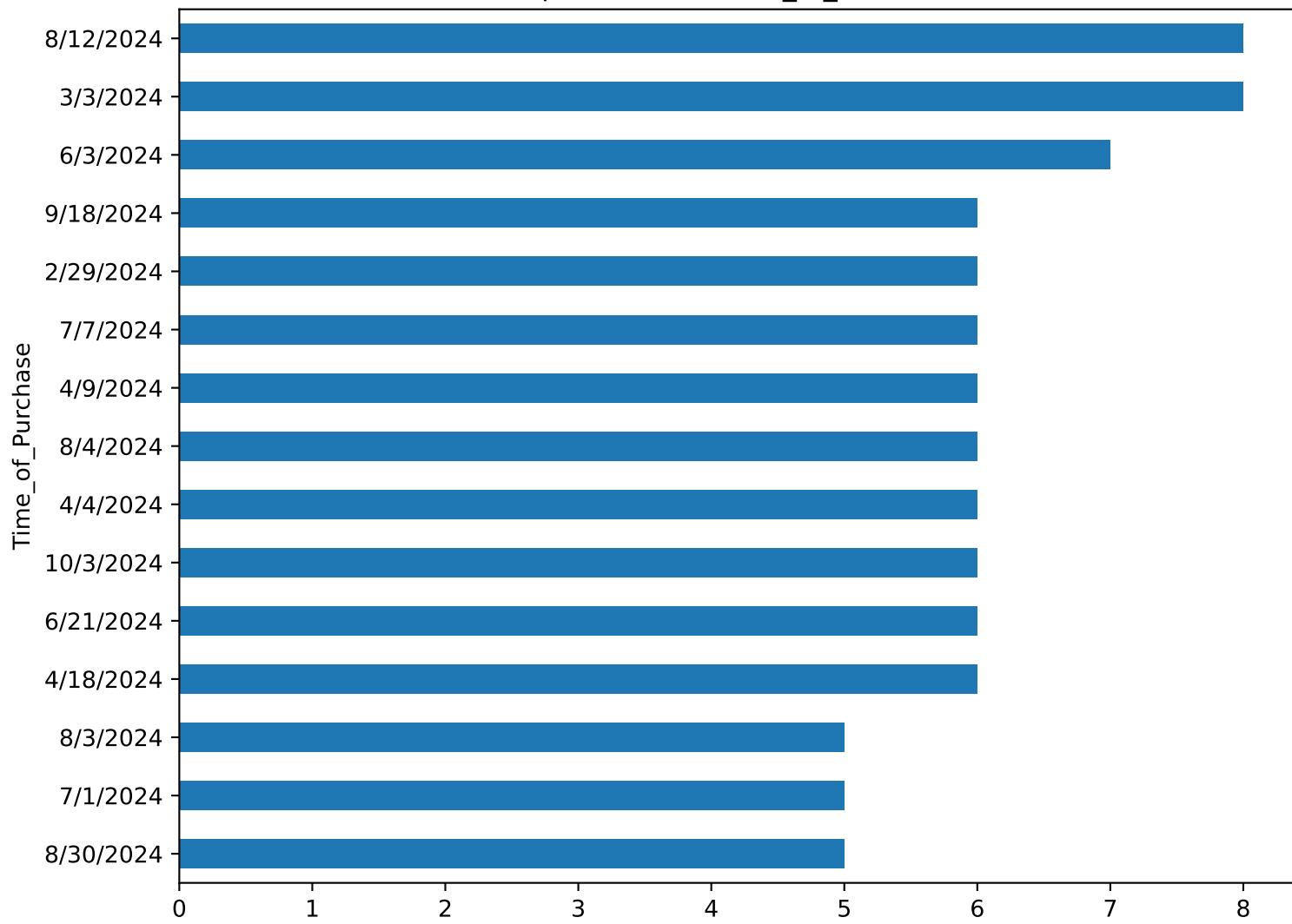
Smartphone



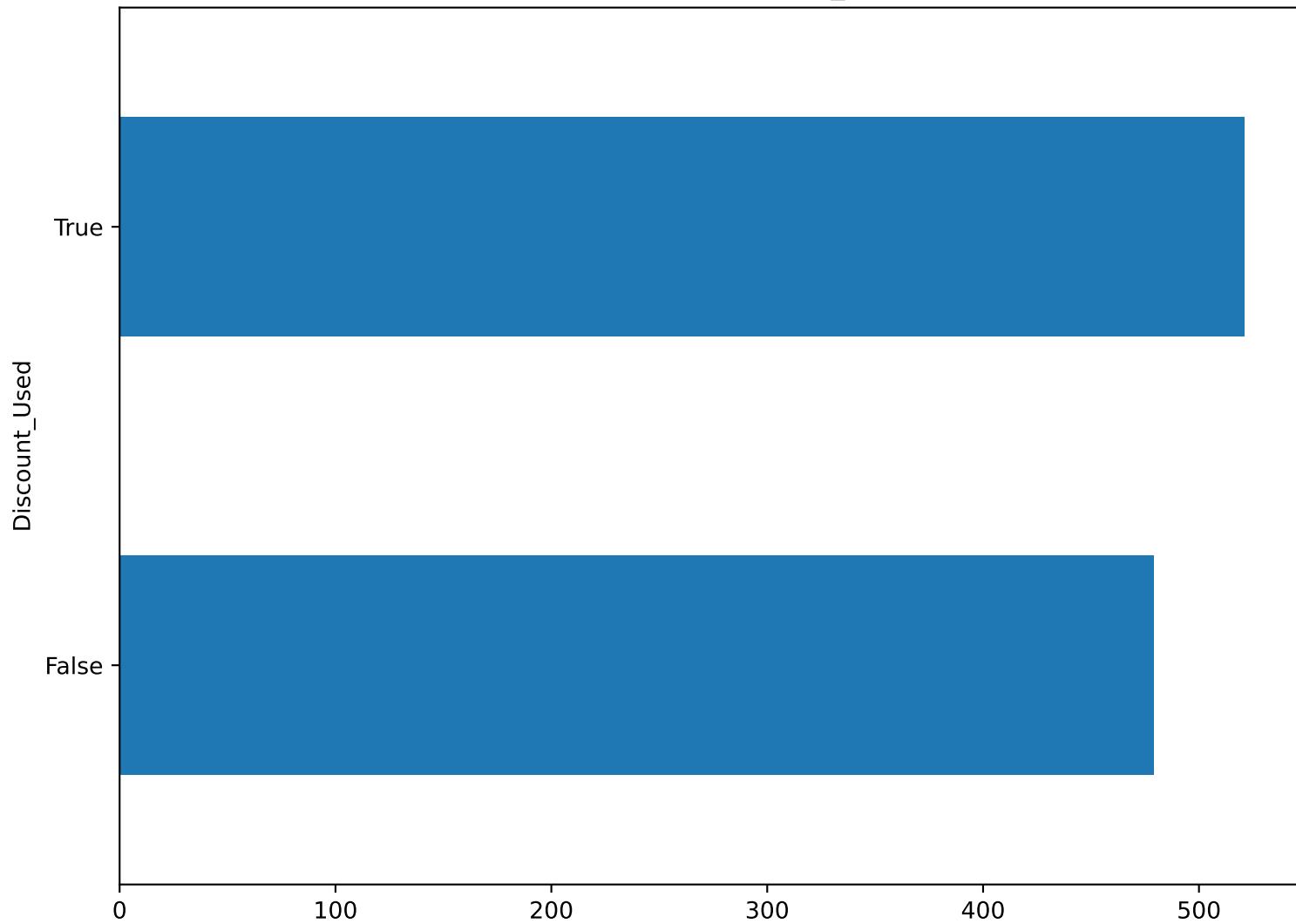
### Top Values for Payment\_Method



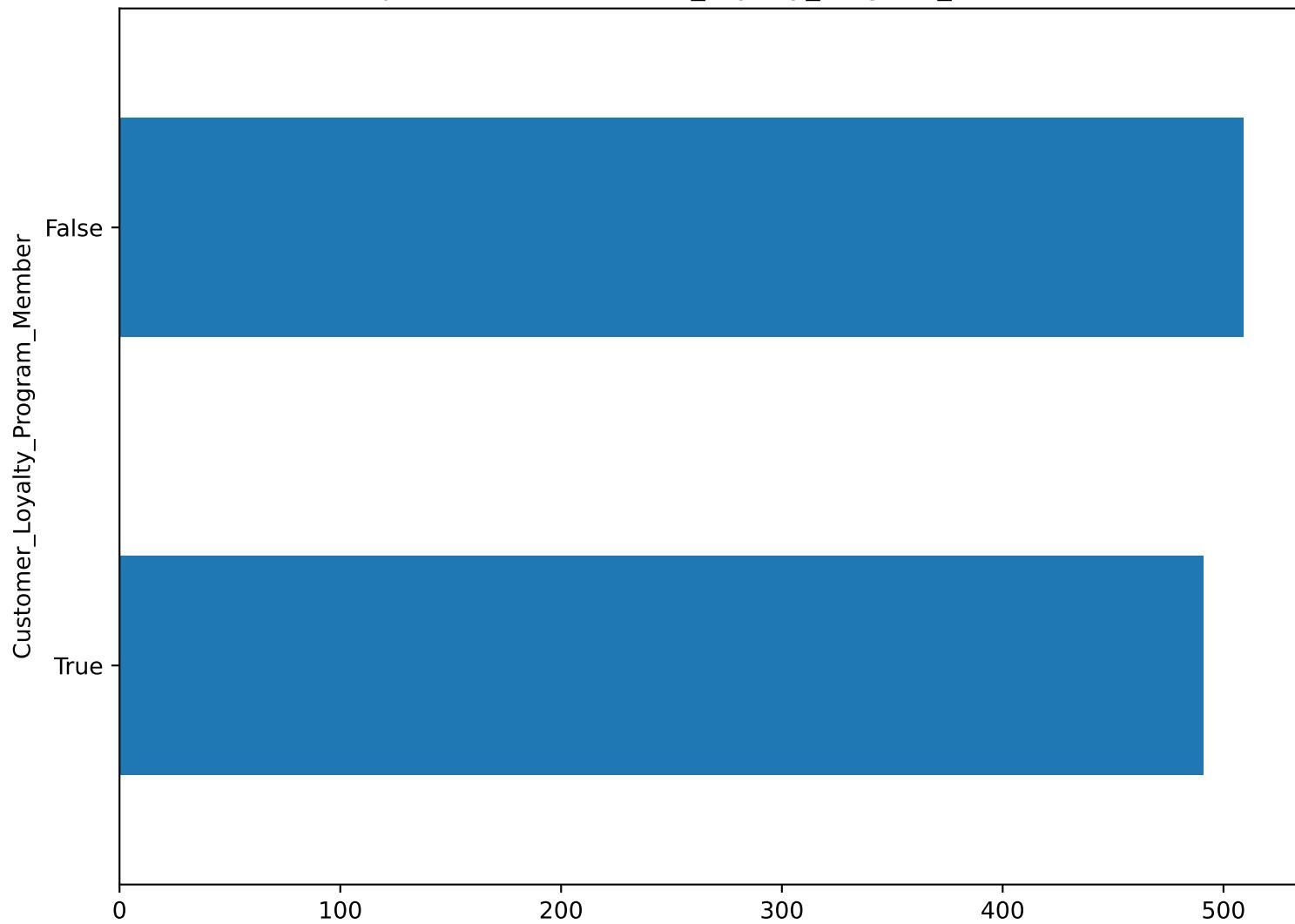
### Top Values for Time\_of\_Purchase



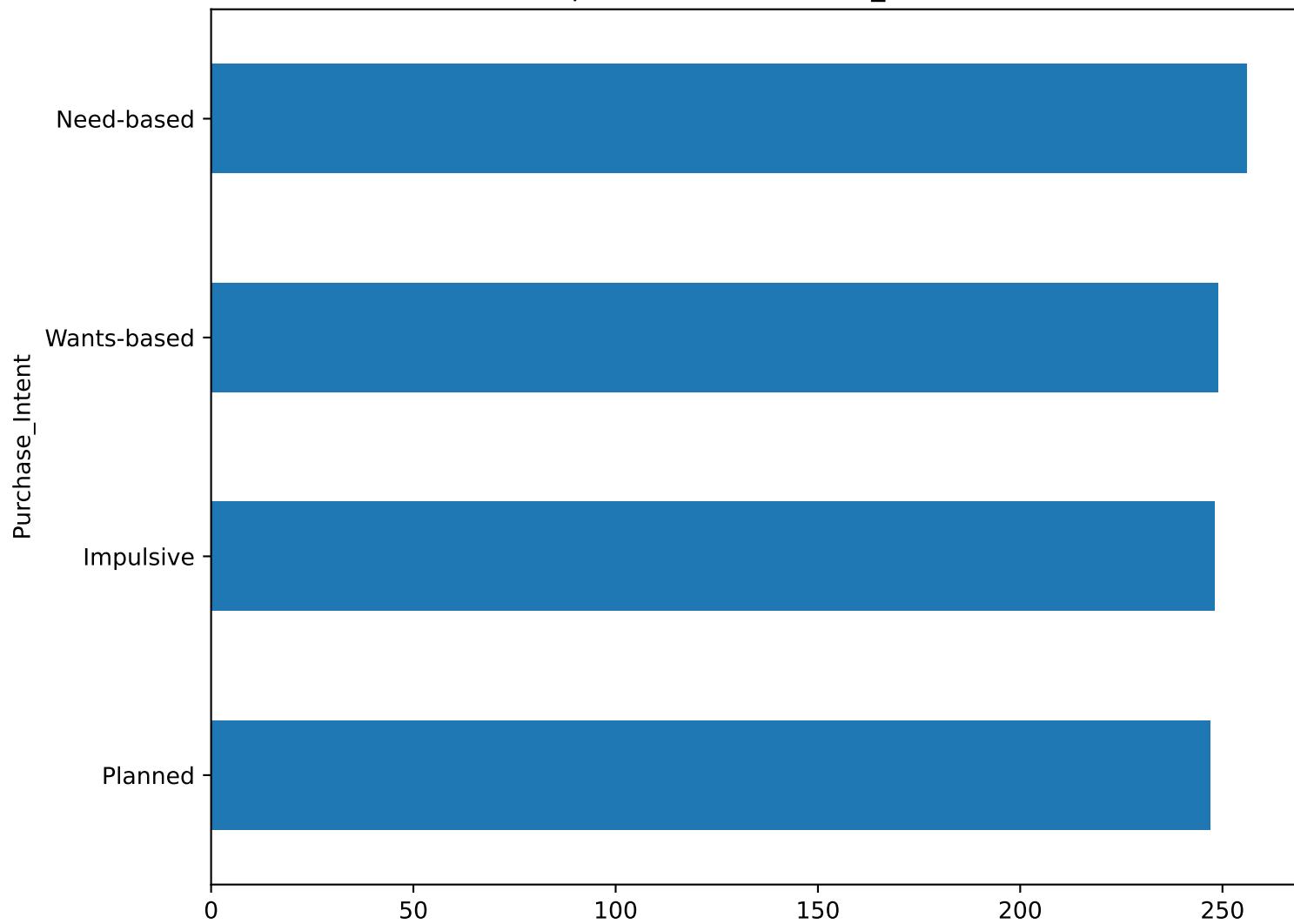
### Top Values for Discount\_Used



### Top Values for Customer\_Loyalty\_Program\_Member



### Top Values for Purchase\_Intent



### Top Values for Shipping\_Preference

