**Observations:**

**Univariate Analysis**

* There are more female customers compared to men customers who made purchases
* 60% of purchases are made by customers aged between 20 – 40yrs
* The highest purchases were made from Delhi followed by Greater Noida, Noida and Bangalore and Bulandshar with the least number of purchases
* 50% of the customers have experience in online purchases more than 3 years
* 57% of people purchased less than 30 times over the last year
* 70% of customers used mobile internet during their purchases 28% used WIFI and 2% used dialup connections to make purchases
* 57% of purchases were through mobiles (52%) and tablets (5%) and rest 43% was made through laptops and desktops
* 45% of customers used Windows/windows devices to make purchases 32% through Android and 23%through IOS/MAC
* 81% of purchases were done through Google Chrome, 15% through Safari Browser and 4% through Opera and Firefox
* 63% of Customers spend a min of 10 mins on the website/application browsing before making the actual purchase while 11% spend less than 5 mins.
* 55% of the customers prefer to use either credit or debit cards to make purchase while 28% chose Cod as an option and remaining 17% use wallets.
* 91% of the customers feel that the User Interface i.e., the contents of the web page must be easy to read and understand
* 77% of the customers feel that the products for comparison should have complete info of that product
* 70% of the customers believe that they would prefer the complete details f the seller and the product to be listed before they decide to make any purchase. Out of this 46% of them strongly believe that these details are very much needed for making a purchase
* 84% of the customers feel that the loading and the processing time of the website or the application has an impact on the purchase decision. A slow website/application brings down the interest of the customer.
* 89% of the customers feel that easy and convenient payment methods have a high impact on purchases. Easier the payment methods higher the excitement of the customer towards purchases
* 90% of the customers are of the opinion that they tend to purchase products from sellers who are obliged to maintain the privacy of the customer
* 90% of the customers are of the opinion that they tend to purchase products from sellers who are able to provide service through various modes of communication
* 83% of the customers fee that they prefer to shop online because it is more convenient and flexible
* 975 of the customers feel that the quality of the website has more effect on the purchases. A good quality website attracts more customers and thereby encourage them to make purchases
* 76% of customers need more varieties in each category of products
* 86% of customers feel that they shop online because online shopping gives ore value for money mean cheaper prices for good quality products and service
* Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the most easy to use wbsites
* Amazon.in, Flipkart.com are the website which are more visually appealing to the customers
* Most of the customers fee that Amazon is the most reliable website to shop with followed by flipkart and paytm
* Most of them feel that Amazon has the highest delivery speed among all the websites
* Amazon is the website that the customers feel that they would recommend it to their friends and family.