

Overview

This dataset provides **consumer behavior data** for market research, segmentation, and predictive modeling. It includes **demographics, purchase patterns, product preferences, and customer satisfaction metrics**, making it ideal for:

- **Customer segmentation** (age, income, gender, loyalty)
- **Purchase behavior analysis** (spending, frequency, channels)
- **Marketing strategy optimization** (discount sensitivity, ad engagement)
- **Customer satisfaction & retention insights** (ratings, feedback, loyalty programs)

Key Features

1. Customer Demographics

- Age, gender, income level, education, occupation, location
- Marital status, loyalty program membership

2. Purchase Behavior

- Purchase amount, frequency, category (e.g., Electronics, Clothing)
- Channel (Online/In-Store/Mixed), payment method, device used
- Shipping preference, time of purchase, discount usage

3. Customer Loyalty & Satisfaction

- Brand loyalty (1-5 scale), product ratings (1-5), satisfaction (1-10)
- Engagement with ads, return rate, purchase intent (Impulsive/Planned)

4. Decision-Making Factors

- Time spent researching, time to final decision
- Social media influence (High/Medium/Low), discount sensitivity
- Payment frequency (One-time/Subscription/Installments)