Real-World Data Science Problems in

E-commerce

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# Introduction

E-commerce platforms deal with huge amounts of data every day, from customer behavior to product logistics. Data science helps companies solve problems and make smart decisions using this data. Below are five real-world problems in e-commerce that can be solved using data science.

## 1. Smart Product Recommendations

Problem: Users feel confused by too many options.  
 Solution: Data science recommends items based on browsing and buying behavior.  
 Data: Click history, cart data, past purchases.  
 Method: Machine Learning (Collaborative Filtering, Neural Networks).  
 Result: Happier customers, more sales.

## 2. Predicting Customer Churn

Problem: Some customers stop using the platform silently.  
 Solution: Predict who may leave and send offers or reminders.  
 Data: Login activity, time since last order, feedback.  
 Method: Classification models (Logistic Regression, Random Forest).  
 Result: More loyal users, better retention.

## 3. Quick & Smart Deliveries

Problem: Deliveries are sometimes delayed or misrouted.  
 Solution: Use data to plan the best routes and delivery schedules.  
 Data: Maps, traffic, customer location, order time.  
 Method: Geospatial analysis, Route Optimization.  
 Result: Fast delivery = Happy customers.

## 4. Spotting Fake Reviews

Problem: Some reviews are fake or paid.  
 Solution: Identify fake patterns using data.  
 Data: Review text, user profile, rating trends.  
 Method: Natural Language Processing (NLP).  
 Result: More trust, better decisions for shoppers.

## 5. Dynamic Pricing

Problem: Fixed pricing doesn’t always match demand.  
 Solution: Change prices based on demand and stock in real-time.  
 Data: Current stock, competitors' prices, demand trends.  
 Method: Time Series Analysis, AI Pricing Models.  
 Result: More profit and fair prices.

# Conclusion

E-commerce companies can grow faster and serve customers better using data science. From recommendations to pricing and delivery, smart use of data makes everything work smoothly. This shows how important data science is in our daily online shopping experience.