

# E-Commerce Consumer Behavior Analysis — Executive Summary

**Excel-based analysis of customer behavior, purchase value, and satisfaction.**

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## **PROJECT OBJECTIVE**

This report summarizes key findings from an Excel-based analysis of e-commerce consumer behavior, focusing on purchase value and customer satisfaction over time.

## **DATA SUMMARY**

Metric	Value
Total Records	1000
Time Period	2024
Key Dimensions	Demographic, Loyalty, Discounts, Behaviour

## **KEY INSIGHTS**

### **Insight 1 — Loyalty Impact**

Loyalty members generate higher average purchase value and higher satisfaction compared to non-members, indicating that loyalty programs attract higher-value customers.

### **Insight 2 — Discount Effectiveness**

Discounted purchases increase order volume but result in lower average purchase value, suggesting margin dilution when discounts are applied broadly.

### **Insight 3 — Decision Time Behavior**

Customers who make faster purchase decisions tend to spend more per transaction, highlighting impulse-driven buying behavior.

## **BUSINESS RECOMMENDATIONS**

- 1 Focus loyalty programs on high-value customer segments.
- 2 Use discounts selectively for slow-decision or price-sensitive customers.
- 3 Target fast-decision customers with premium or limited-time offers.
- 4 Improve mobile experience to support high-engagement customers.

**This report is supported by an interactive Excel dashboard included in the project repository.**

## **e Report**

### **and satisfaction**

ner behavior, focusing on how demographics, loyalty programs, discounts, and