



Amazon Prime

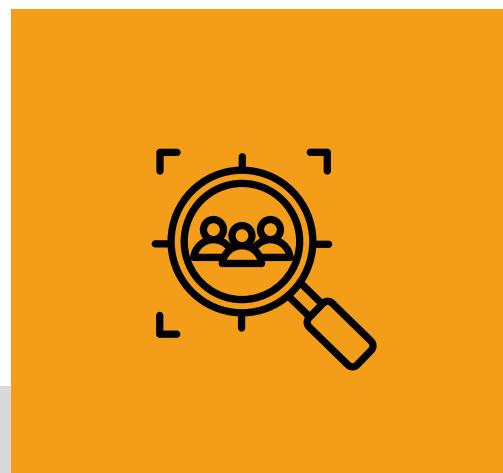


# CONSUMER BEHAVIOR ANALYSIS

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Eva Choudhary

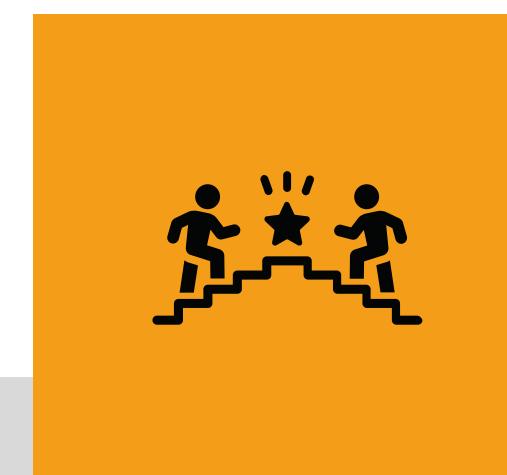


# THE GOAL OF OUR BEHAVIOR ANALYSIS:



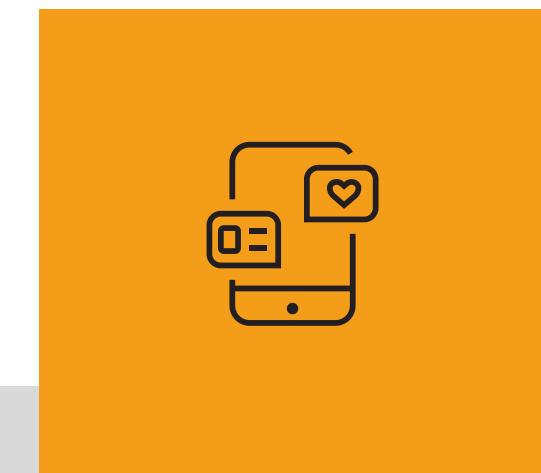
## Observe patterns in user interaction

Explore various aspects of user interaction and behaviors with Amazon Prime and their subscription



## Diagnose how to improve user experience

Understand the consumers of Amazon Prime to improving their overall user experience



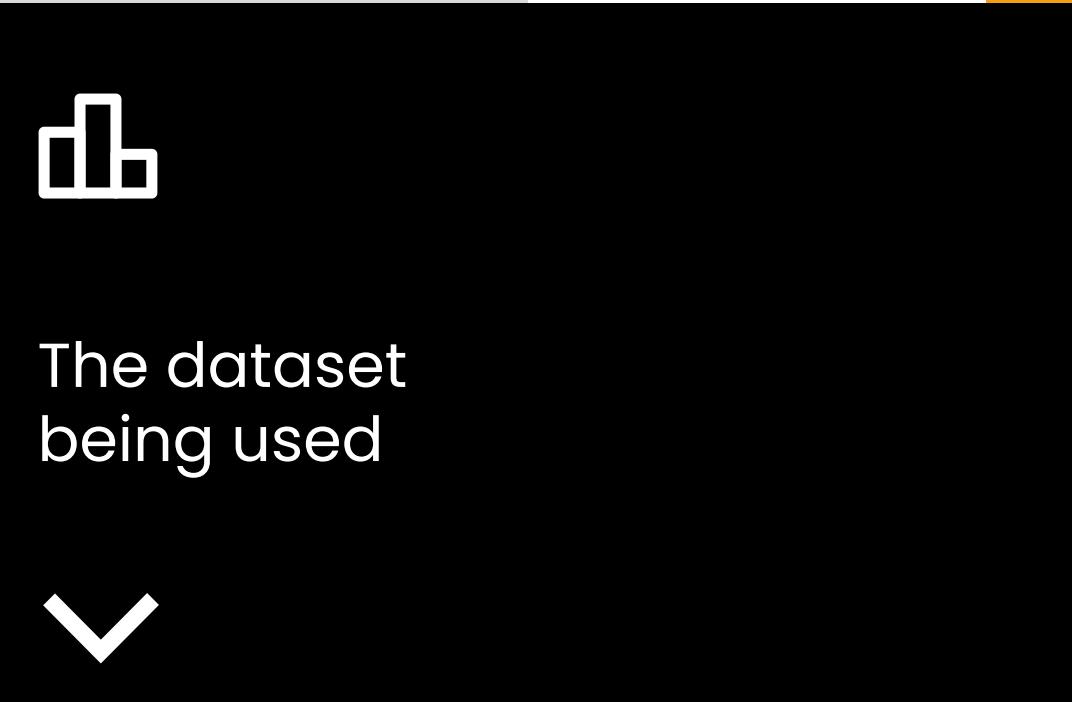
## Enhance marketing strategies

The purpose of our analysis is to enhance marketing strategies, improve user experience, make decisions that are driven by the data, and overall recommendations



# DATA OVERVIEW

We used data from 2500 users



Some of the key attributes:

**01** Demographics

**02** Subscription plans

**03** Membership start and end dates

**04** Engagement metrics

User ID	Name	Email Address	Username	Date of Birth	Gender	Location	Membership Start Date	Membership End Date	Subscription Plan	Payment Information	Renewal Status	Usage Frequency	Purchase History	Favorite Genres	Devices Used	Engagement Metrics	Feedback/Ratings	Customer Support Interactions
0	1 Ronald Murphy	williamholland@example.com	williamholland	1953-06-03	Male	Rebeccachester	2024-01-15	2025-01-14	Annual	Mastercard	Manual	Regular	Electronics	Documentary	Smart TV	Medium	3.6	3
1	2 Scott Allen	scott22@example.org	scott22	1978-07-08	Male	Mcphersonview	2024-01-07	2025-01-06	Monthly	Visa	Manual	Regular	Electronics	Horror	Smartphone	Medium	3.8	7
2	3 Jonathan Parrish	brooke16@example.org	brooke16	1994-12-06	Female	Youngfort	2024-04-13	2025-04-13	Monthly	Mastercard	Manual	Regular	Books	Comedy	Smart TV	Low	3.3	8
3	4 Megan Williams	elizabeth31@example.net	elizabeth31	1964-12-22	Female	Feliciashire	2024-01-24	2025-01-23	Monthly	Amex	Auto-renew	Regular	Electronics	Documentary	Smart TV	High	3.3	7
4	5 Kathryn Brown	pattersonalexandra@example.org	pattersonalexandra	1961-06-04	Male	Port Deborah	2024-02-14	2025-02-13	Annual	Visa	Auto-renew	Frequent	Clothing	Drama	Smart TV	Low	4.3	1
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	
2495	2496 Michael Lopez	williamsroberto@example.org	williamsroberto	1967-08-19	Male	Smithport	2024-01-25	2025-01-24	Annual	Visa	Auto-renew	Frequent	Electronics	Comedy	Smartphone	Medium	4.9	2
2496	2497 Matthew Woodard	lkaiser@example.com	lkaiser	1980-10-23	Male	Ethanport	2024-03-03	2025-03-03	Annual	Amex	Manual	Frequent	Books	Comedy	Smart TV	Medium	4.0	0
2497	2498 Morgan Barnes	erikaholland@example.net	erikaholland	1972-03-31	Female	Alexandraborough	2024-02-09	2025-02-08	Annual	Visa	Manual	Frequent	Electronics	Documentary	Tablet	Low	4.9	8
2498	2499 Gina Castaneda	reedcourtney@example.net	reedcourtney	1965-08-02	Female	Williammouth	2024-02-18	2025-02-17	Monthly	Visa	Manual	Regular	Clothing	Comedy	Smartphone	High	3.4	7
2499	2500 Mark Nicholson	martinisaac@example.net	martinisaac	1972-11-13	Female	Estradaborough	2024-01-28	2025-01-27	Annual	Visa	Auto-renew	Regular	Books	Documentary	Smart TV	High	3.3	9

2500 rows x 19 columns



# BUSINESS QUESTIONS

> What underlying factors influence user preferences and interests within the Amazon Prime platform?



01

> How do different subscription plans impact user retention rates and engagement levels?



02

> What areas for improvement can be identified through user feedback analysis or behavioral insights from the dataset?



03

> Who comprises the primary user segments of Amazon Prime based on demographic data?



04

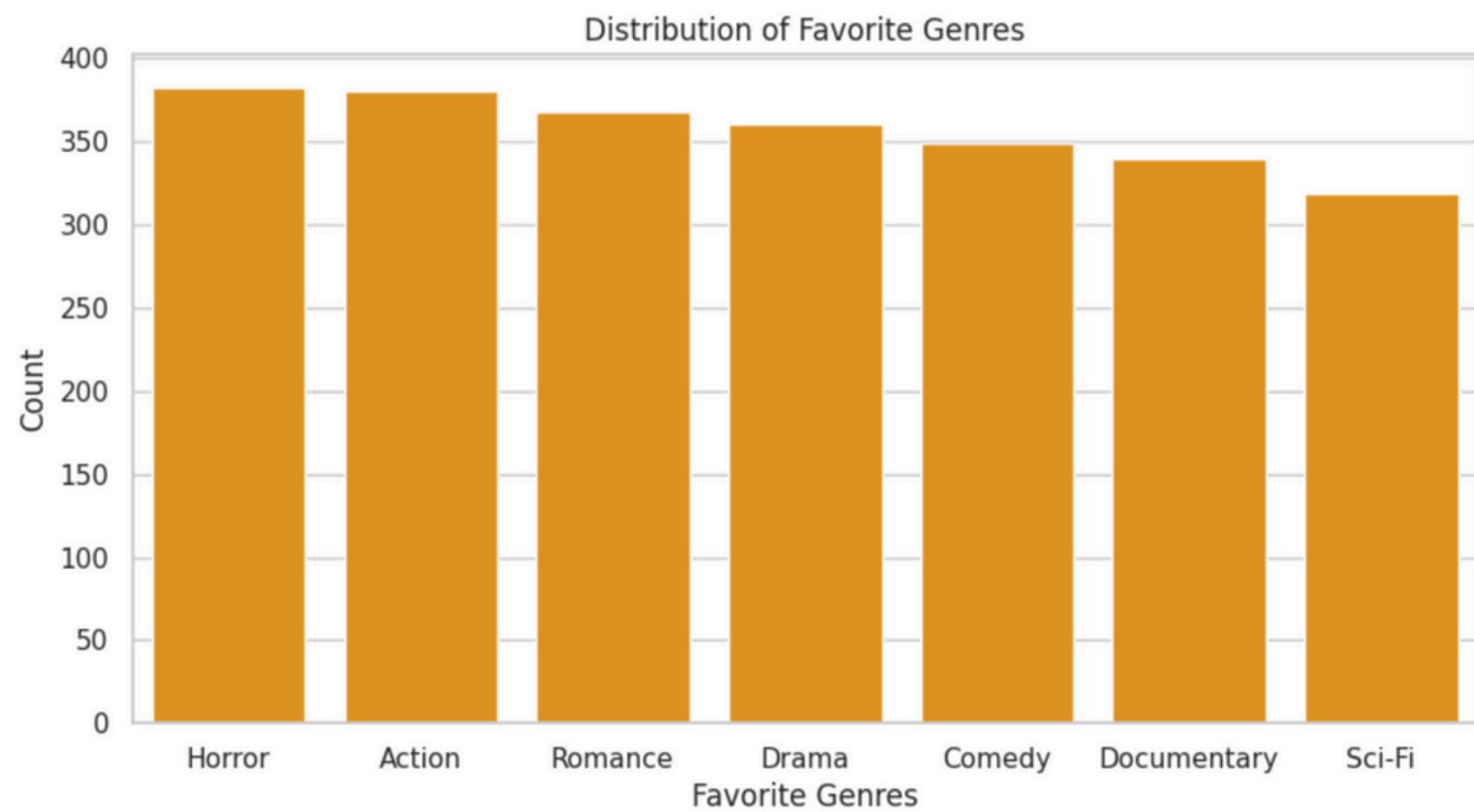
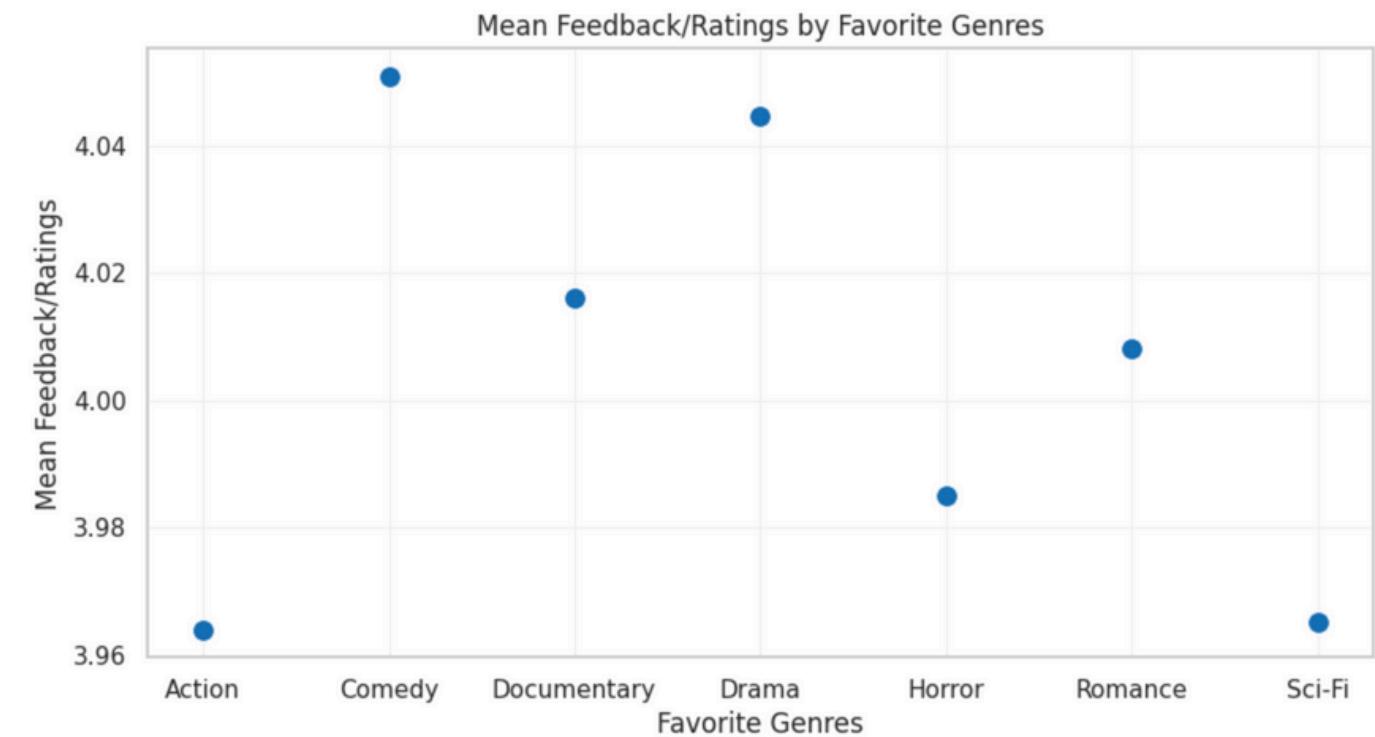
> How does device usage correlate with customer support interactions and engagement levels on Amazon Prime?



05



# BUSINESS QUESTION 1

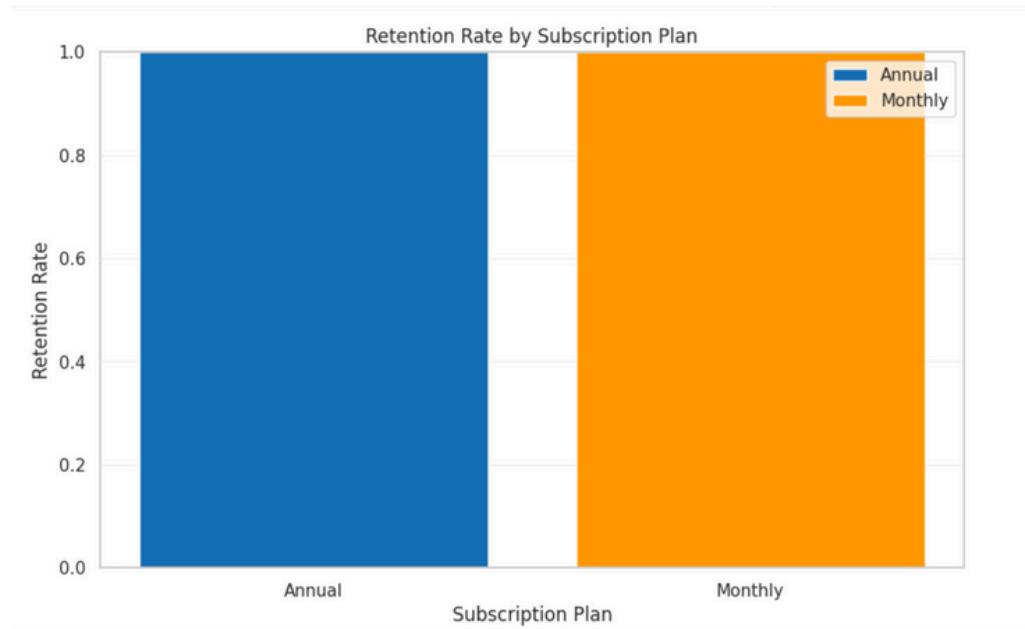


What underlying factors influence user preferences and interests within the Amazon Prime platform?

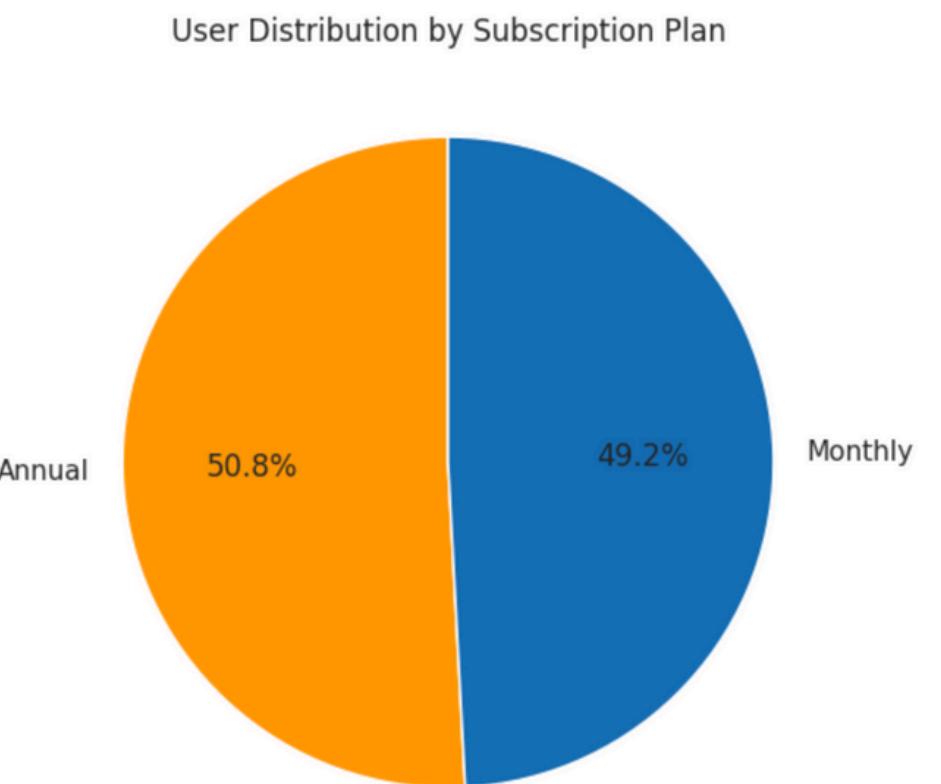
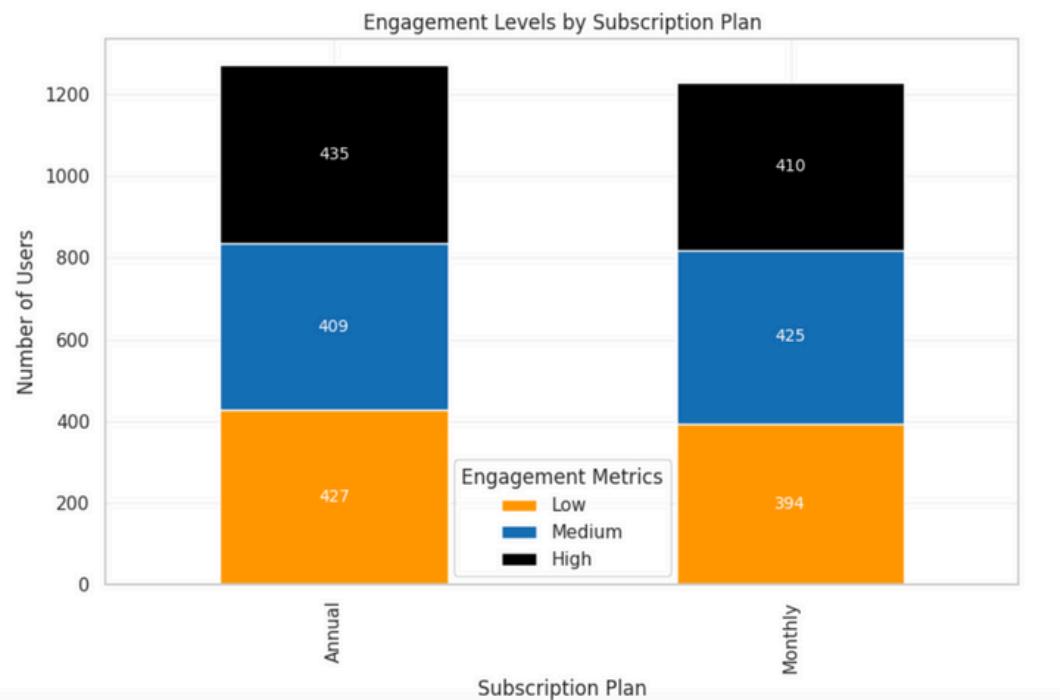
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# BUSINESS QUESTION 2



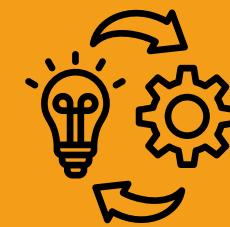
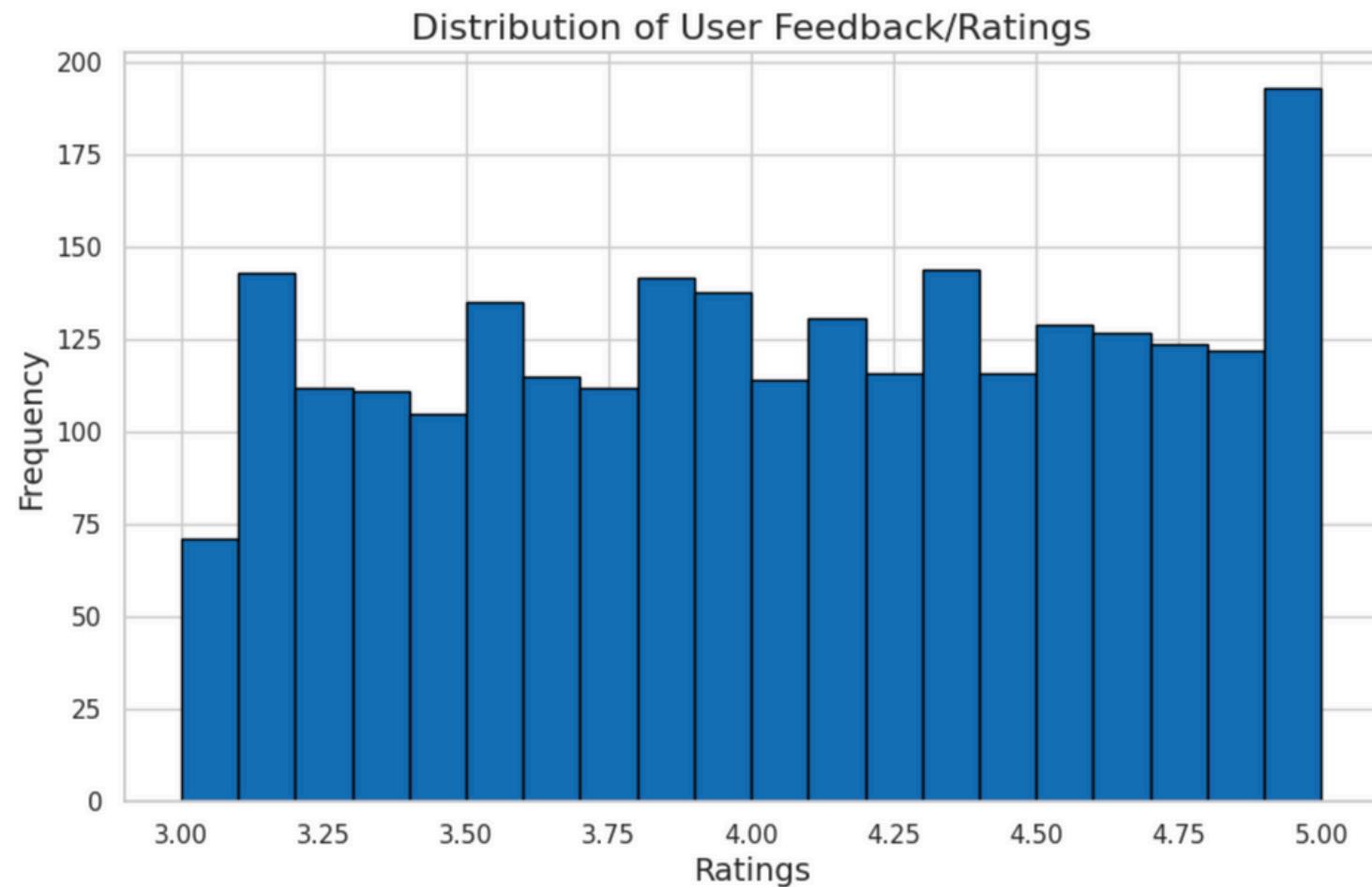
How do different subscription plans impact user retention rates and engagement levels?



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# BUSINESS QUESTION 3

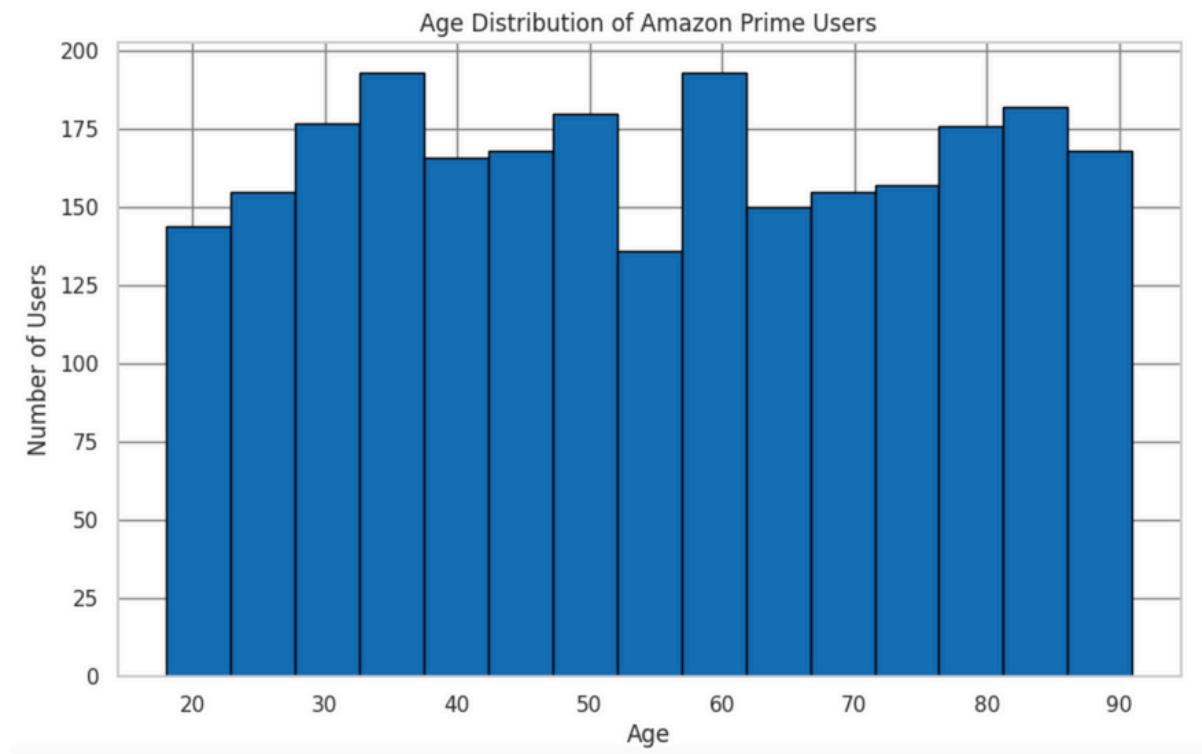


What areas for improvement can be identified through user feedback analysis or behavioral insights from the dataset?

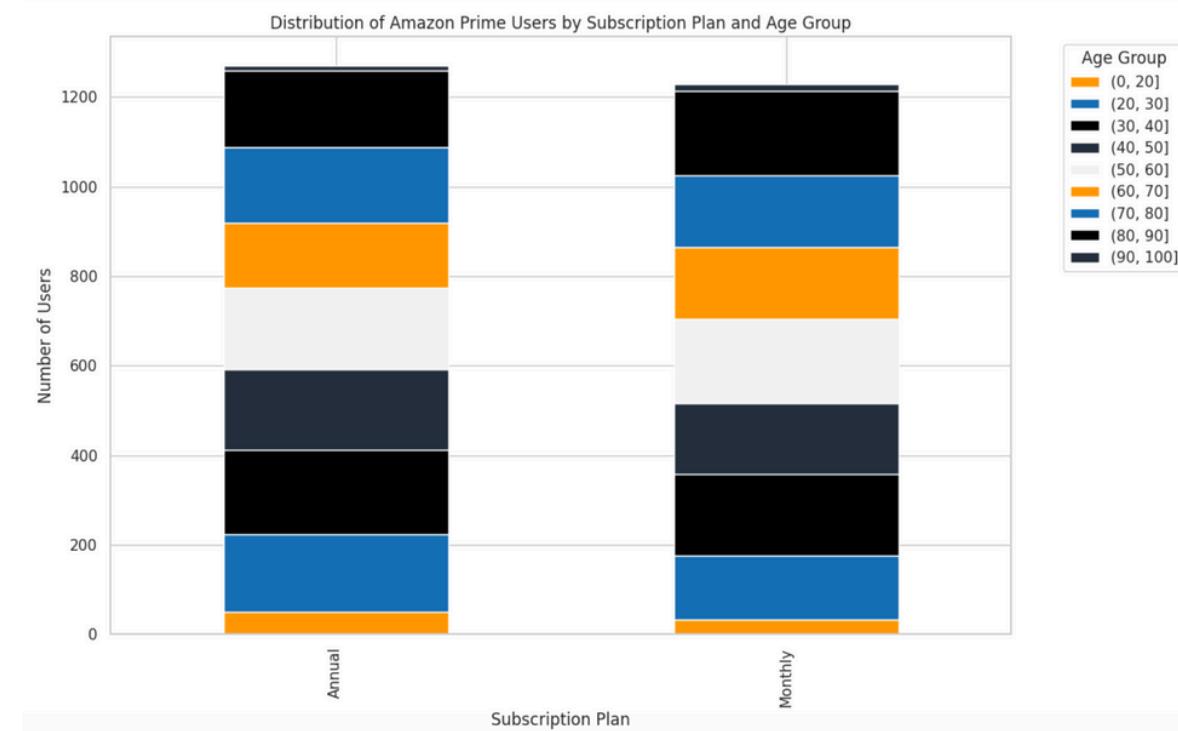
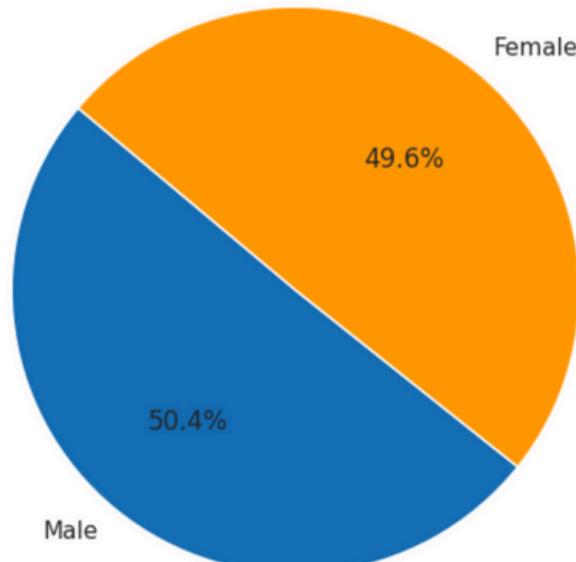
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# BUSINESS QUESTION 4



Gender Distribution of Amazon Prime Users

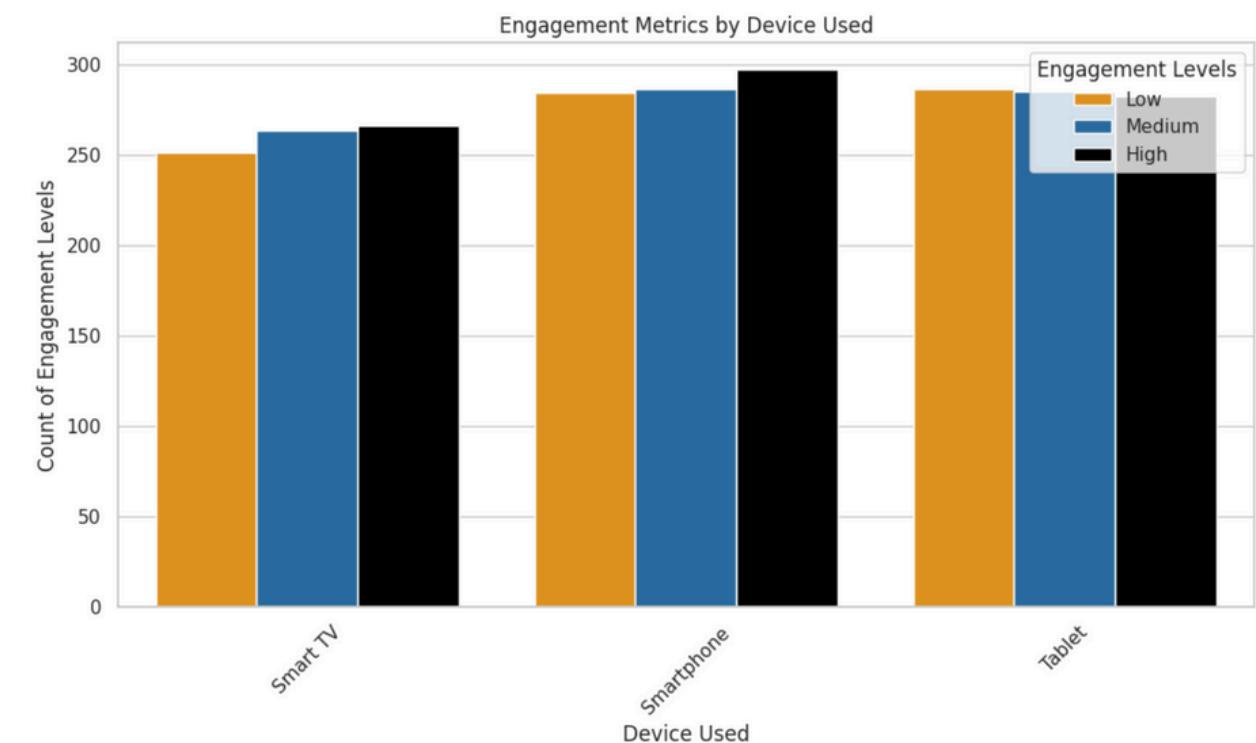
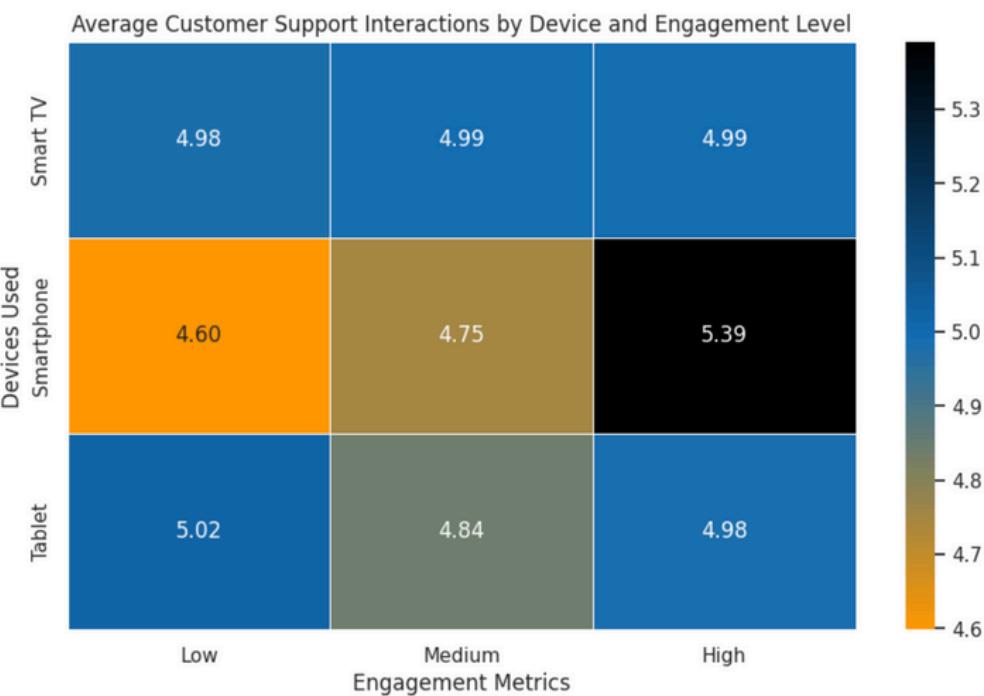
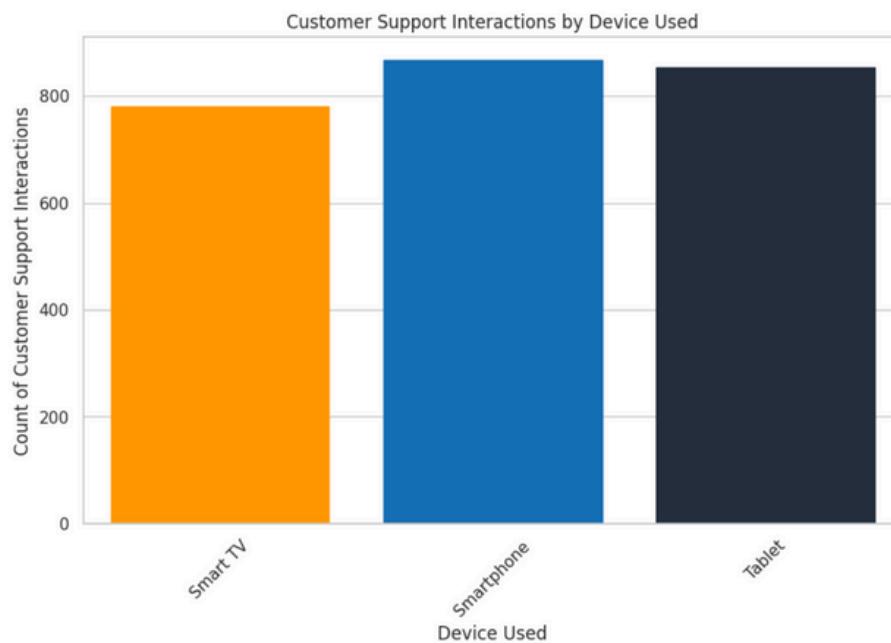


Who comprises the primary user segments of Amazon Prime based on demographic data?

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# BUSINESS QUESTION 5



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# AREAS FOR IMPROVEMENT

## Define competitors

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## Market leader analysis

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## Disadvantages of competitors

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## Knowing competitors, market the product

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# CONCLUSION AND RECOMMENDATIONS

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## **Determine who your competitors are**

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## **Recognize Competitor Products**

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## **Competitor movement analysis**

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## **Understand competitors' marketing strategies**

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**THANK YOU**