

Dataset 4 Description

Group 3 - BSCS 4-2 (CS Elective 4)

April 5, 2025

Dataset Name

Survey on Online Shopping Preferences

Dataset Source

The dataset is sourced from Kaggle and is available at: <https://www.kaggle.com/datasets/muhammadsaalim/survey-on-online-shopping-preferences>.

Description of the Dataset

This dataset contains responses from an online survey conducted to understand consumer preferences and behavior when shopping online across various product categories. The responses were collected from a diverse set of individuals, making this dataset valuable for e-commerce trend analysis and market segmentation. The survey covered aspects such as:

- Frequency of online shopping
- Age demographics
- Platform preferences for purchasing electronics, fashion, beauty products, groceries, and household essentials
- Factors influencing platform choice
- Trust in product reviews and ratings
- Perceived quality of return and refund policies

Column Descriptions

The dataset consists of the following key attributes:

- **Timestamp** (datetime) – Time when the response was recorded.
- **How often do you shop online?** (string) – Frequency of online shopping (e.g., weekly, monthly).
- **What is your age group?** (string) – Age range of the respondent.
- **Which platform do you prefer for buying electronics?** (string) – Preferred online store for electronics purchases.
- **Where do you usually shop for fashion and apparel?** (string) – Most-used platform for clothing shopping.
- **Which platform do you prefer for beauty and skincare products?** (string) – Shopping preferences for cosmetics and skincare.

- **Where do you typically buy groceries and household essentials?** (string) – Preferred e-commerce platform for essentials.
- **What is the most important factor for you when choosing a platform to shop from?** (string) – Key decision factor (e.g., price, shipping speed, product variety).
- **Do you trust the product reviews and ratings on these platforms?** (string) – Whether respondents trust online reviews.
- **Which platform's return and refund policy do you find the best?** (string) – Preferred platform based on refund policies.

Potential Research or Studies

- **Consumer Shopping Behavior** – Identify how age and shopping frequency influence e-commerce choices.
- **E-commerce Platform Preferences** – Analyze which platforms dominate specific product categories.
- **Trust in Online Reviews** – Investigate how consumers perceive the reliability of ratings and feedback.
- **Return & Refund Policies Analysis** – Study how refund policies impact purchasing decisions and customer satisfaction.
- **AI-Powered Personalization** – Use the dataset to train recommendation systems for personalized online shopping experiences.