# CECS 550: Group 4 - Report Report: Analysis of E-commerce User Engagement for Item\_Id 481 - 640

## Introduction:

This report aims to present an analysis of user engagement data for a specific set of items on an e-commerce website. The data covers user actions such as clicks, purchases, and views, and demographic information such as age and gender. The analysis will provide insights into user behavior and preferences and help identify potential improvement areas in the website's user experience.

## Analysis:

The following sections summarize the key findings of the analysis:

### Engagement by Action Type:

The data shows that clicks are the most common user action for the selected set of items, followed by views and purchases. This suggests that users are primarily interested in exploring products and browsing through different options before making a purchase decision.

Chart

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### Gender Distribution:

Females make up more than 90% of all engagements for the selected set of items. This indicates that the website may have a predominantly female user base, and it may be beneficial to cater to their specific needs and preferences.

Chart, bar chart

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### Clicks by Gender:

The data reveals that females are more likely to click on the selected set of items than males, by a significant margin. This highlights the importance of providing engaging and visually appealing product displays that can capture the attention of female users.

Chart, bar chart, histogram

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### Age Distribution:

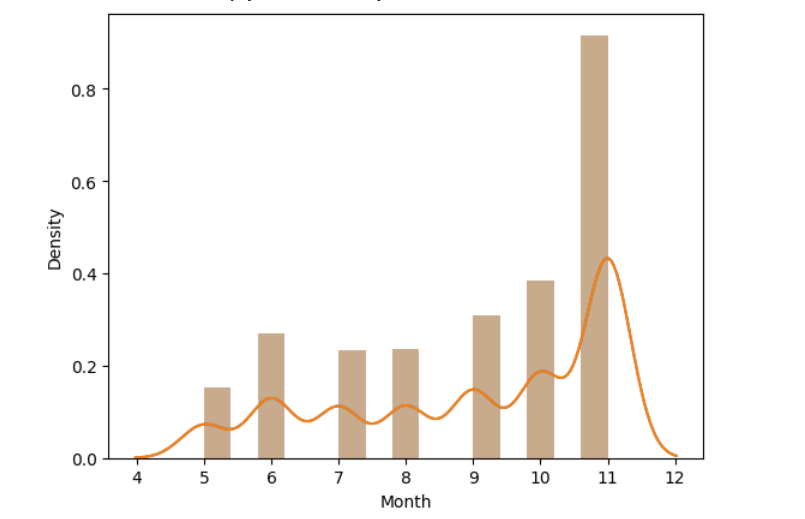
The data shows that users in age range 3 and 4 are the most active ones when it comes to engagement with the selected set of items, with age range 4 being the dominant one. This suggests that the website may have a specific target audience in terms of age group, and it may be useful to tailor the website's content and design to better suit their preferences.

Chart, histogram

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### Active Months:

The data shows that November is the most active month of all, with the highest number of user engagements recorded during this month. This may be due to seasonal factors such as holiday shopping or other promotional events, and the website may need to consider similar events in other months to maintain user engagement throughout the year.



## Conclusion:

In conclusion, the analysis of the user engagement data for the selected set of items has provided valuable insights into user behavior and preferences on the e-commerce website. The findings suggest that the website may have a predominantly female user base, with a specific target audience in terms of age group. The website may benefit from providing engaging product displays, tailored to the preferences of these specific user groups. Additionally, seasonal factors such as holiday shopping and promotional events may be important in maintaining user engagement throughout the year.