



E-commerce Customer Behaviour Report

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Contents

1. Executive Summary
2. Detailed Insights
3. Conclusion



Executive Summary

The e-commerce platform has generated **\$384,000 in total sales** across **238 orders**, with an impressive **average order value of \$1,612**. The business maintains a respectable **24% conversion rate** but shows significant drop-off in the customer journey funnel with only a **19% completion rate**. Key performance highlights include:

- The **41-50 age bracket** generates the highest total sales
- **India** leads in total sales by location
- **Google Pay** is the dominant payment method among known options
- Most high-value purchases occur when users spend **30-45 minutes** on the site



Detailed Insights - Product Insights

The data shows a significant drop-off between products viewed (6,000) and products purchased (2,000), indicating potential issues in the conversion process. The average purchase efficiency is 25%, suggesting opportunities to improve product selection and checkout processes.

Customer Journey:

- Total pages visited shows a steep funnel with only 19% completion rate
- The drop from products viewed (6,000) to added to cart (3,000) suggests issues with product appeal or pricing
- Further drop to purchased products (2,000) indicates potential checkout friction



Detailed Insights - Customer Insights

Customer demographics reveal interesting patterns across age groups, locations, and payment preferences that affect purchase behavior.

Age Group Analysis:

- The 41-50 age bracket generates the highest total sales
- Surprisingly, the 11-20 age group has the highest average order value
- The 11-20 age group in Canada shows the highest average order value (\$428.36)

Location Analysis:

- Customer distribution is relatively balanced across locations
- India leads in total sales
- Canada shows the highest average sales (\$418.41) across locations

Payment Preferences:

- Google Pay has the highest usage among known payment methods (40%)
- Different payment methods show varying purchase patterns based on time spent



Detailed Insights - User Engagement Insights

User engagement metrics reveal important patterns about how time spent correlates with purchase behavior and preferences across different devices.

Time Spent Analysis:

- Peak purchasing occurs around 30 minutes into sessions
- Higher average sales correlate with 30-minute session times
- Slight positive correlation between time spent and order amount

Device Preferences:

- The bubble chart showing time spent and sales by pages visited indicates variations in user behavior across desktop, mobile, and tablet
- Device-specific patterns emerge in combination with payment methods



Detailed Insights - Temporal Patterns

Time-based purchase patterns provide insights into optimal engagement periods for maximizing sales.

Session Duration Impact:

- Most high-value purchases occur when users spend 30-45 minutes on the site
- Purchase efficiency peaks at specific time intervals
- No clear correlation between shipping time and sales, indicating shipping time may not be a crucial factor in purchase decisions



Conclusion

The e-commerce platform demonstrates strong average order values but faces challenges with customer journey completion and conversion optimization. Implementing age and location-targeted marketing strategies, optimizing for the ideal 30-minute engagement window, and streamlining the checkout process, the business can significantly improve its performance metrics.

Key priorities should include enhancing the product discovery experience, developing targeted campaigns for the 41-50 age-bracket and the Indian market, optimizing Google Pay integration, and designing user experiences that maintain engagement for the optimal duration associated with high-value purchases. These focused initiatives will help address the current 19% completion rate and drive sustainable growth across all customer segments and regions.