

Analysis of E-commerce Customer Behavior and Time Spending

Final project of spring 2024 prepared by Management group

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The dataset provides a comprehensive view of 500 customers interactions and expenditures on an E-commerce “customer data” platform. It includes the following fields:

- Our data source from Kaggle web.
- Our data is for an online retail, understanding customer engagement and spending patterns is crucial for developing effective business strategies.
- This project aims to explore various facets of customer behavior using a detailed ecommerce dataset.

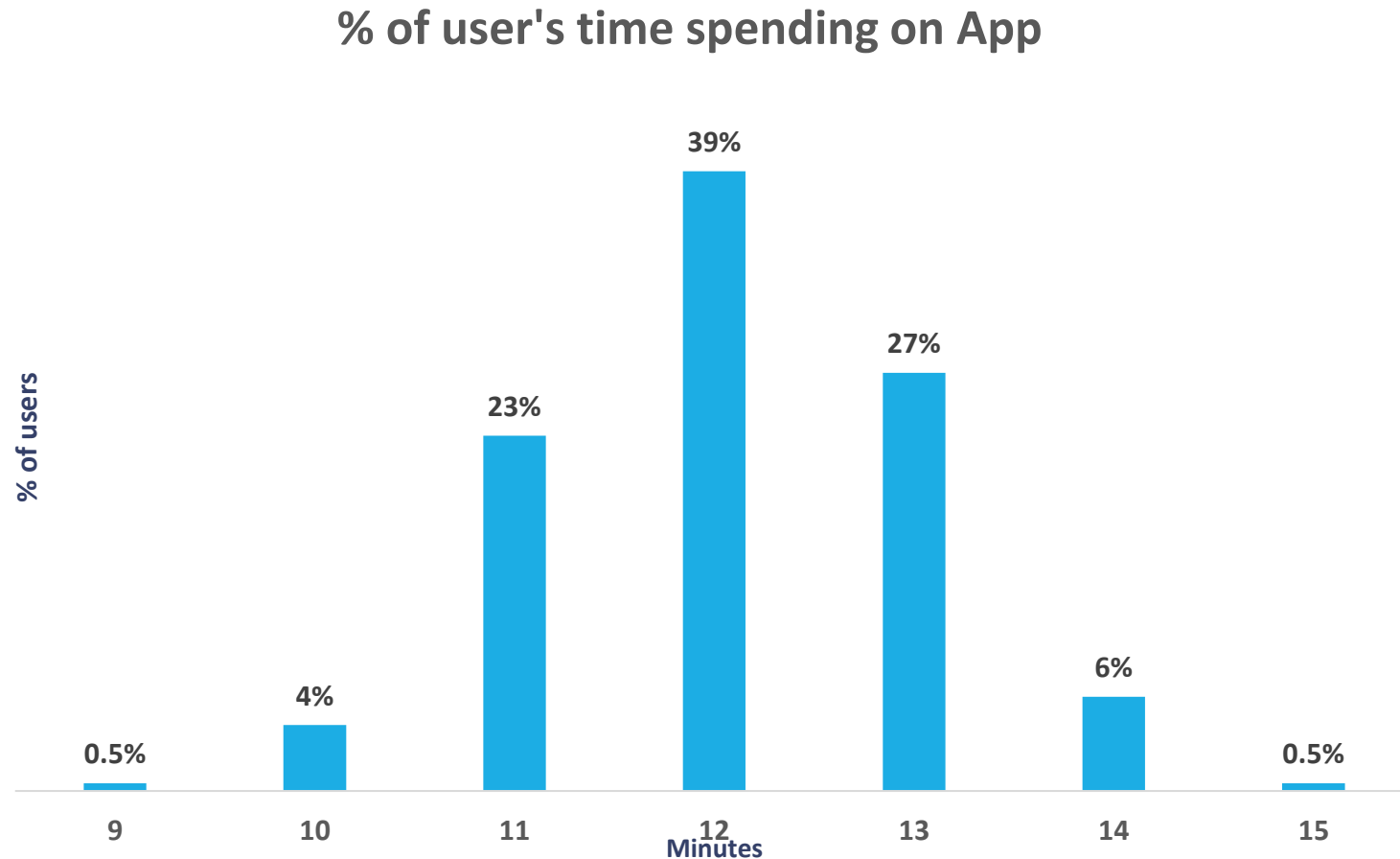
Fields or column	Description
Email	The email address of the customer, serving as a unique identifier.
Address	The physical address of the customer, useful for geographical analysis.
Avatar	The profile image chosen by the customer, which could correlate with engagement levels.
Time on APP	The total time a customer spends on the ecommerce application.
Time on website	The total time a customer spends on the ecommerce website.
Length of membership	How long the customer has been registered with the platform.
Yearly amount spent	The total amount of money the customer spends annually on the platform.



■ Overview

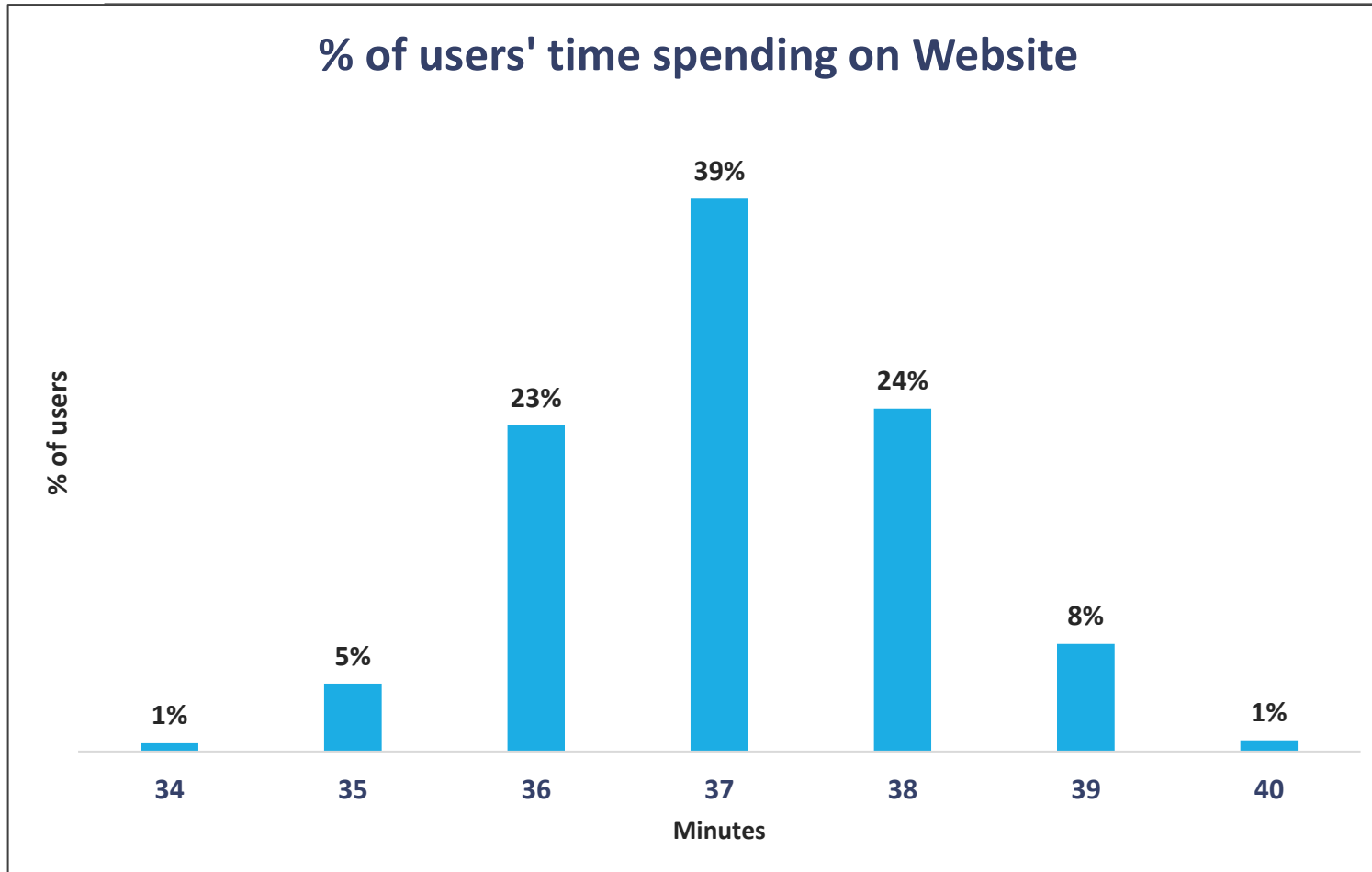
- Time spending on E-commerce application by customer's
- Time spending on E-commerce website by customer's
- Membership registration on the platform
- Money spending annually on the platform
- Relation between length of membership and yearly amount spending
- Conclusion And Recommendation

Time spending on E-commerce application by customer's



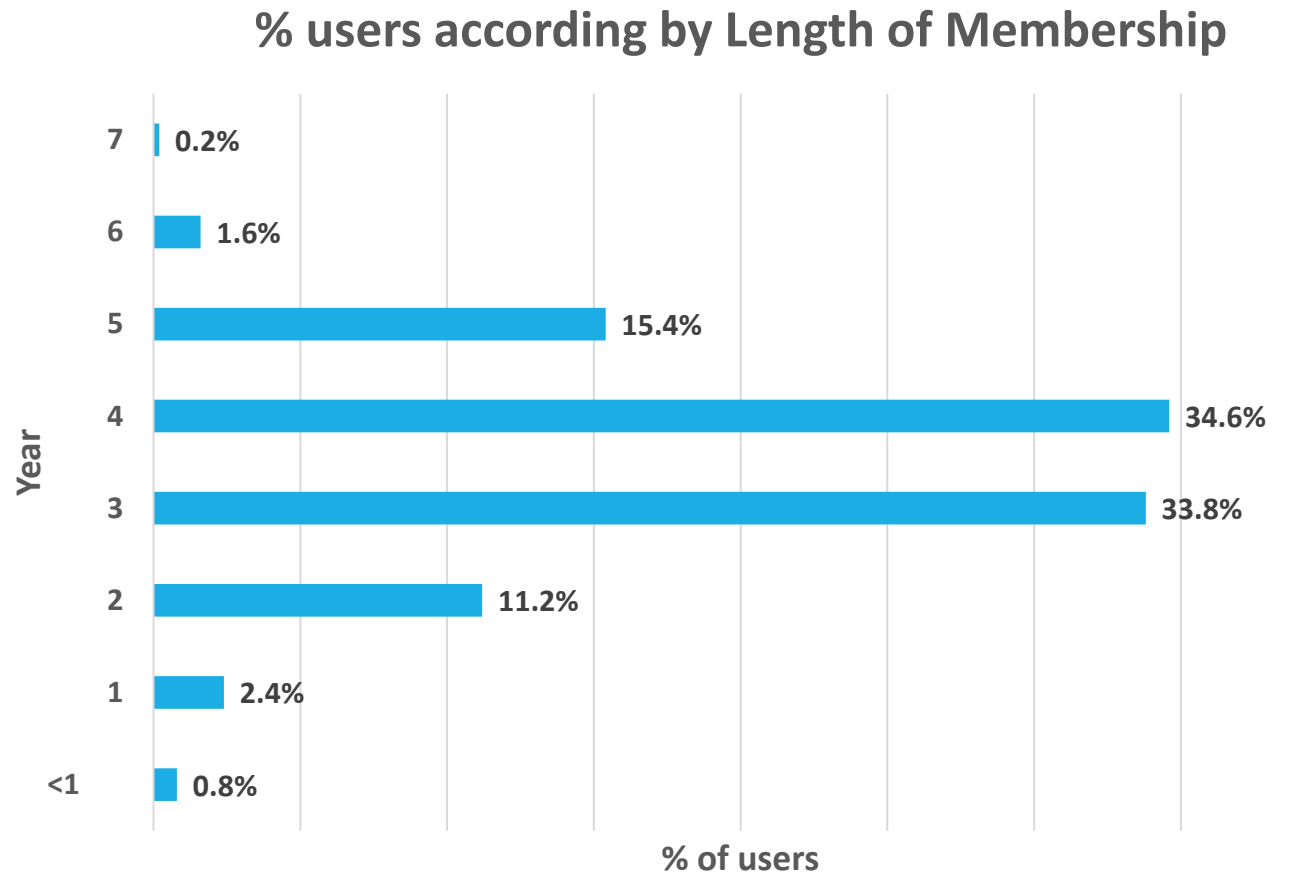
- Users mostly spend 11 to 13 minutes on the app, peaking at 12 minutes (39%).
- Engagement declines after 12 minutes, suggesting reduced usage beyond that point.

Time spending on E-commerce website by customer's



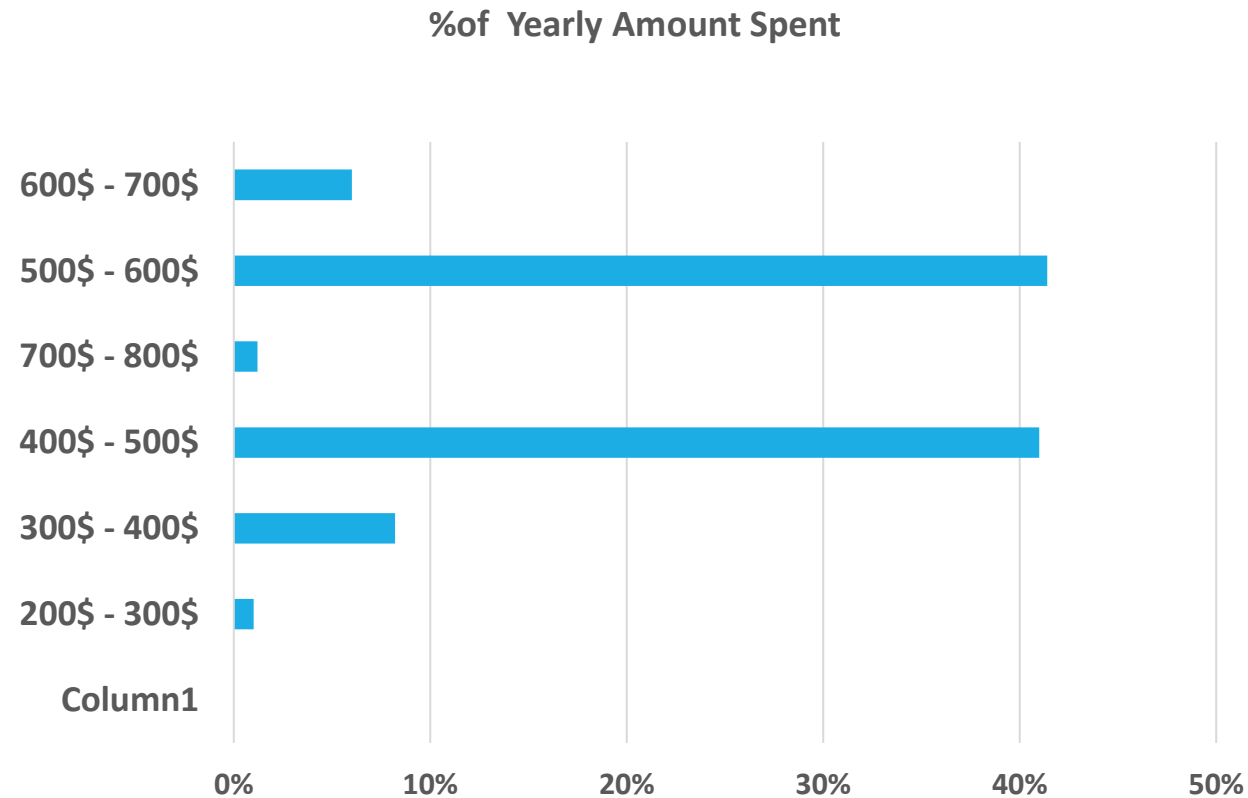
- Users primarily spend between 36 to 38 minutes on the website, peaking at 37 minutes (39% of users).
- Engagement decreases after 37 minutes, with only 1% of users remaining by 40 minutes, indicating a decline in website usage beyond that point.

Membership registration on the platform



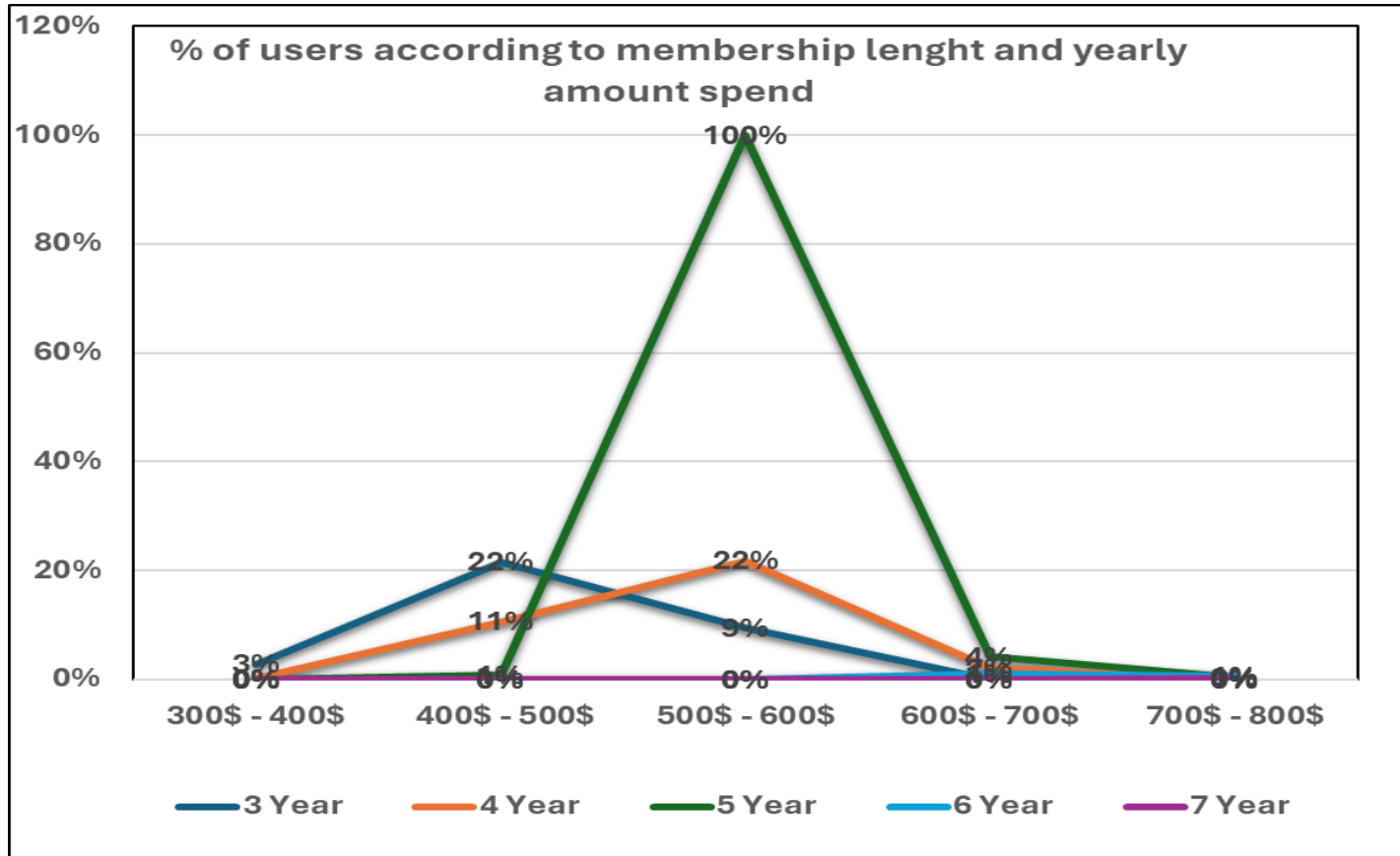
- Most members have been with the membership for 3 or 4 years, comprising 33.8% and 34.6% of members, respectively.
- Membership declines after the fourth year, with fewer members continuing for 5, 6, and 7 years.

Money spending annually on the platform



- Most customers spend between \$400 and \$600 annually, with the majority falling within the \$400-\$500 and \$500-\$600 ranges.
- However, spending declines as prices increase, with only a small percentage spending beyond \$600 annually.

Relation between length of membership and yearly amount spending



- Longer-term members tend to spend more annually, indicating a positive correlation between tenure and spending.
- Understanding this relationship can enhance customer retention and revenue by targeting promotions to longer-term members.

Conclusions

- ❑ Users spend more time on the website due to its extensive information, feature exploration, and ease of navigation, compared to the app where they prioritize efficiency and quick access to specific details.
- ❑ The company has effectively retained customers, particularly in the third and fourth years. However, there's an opportunity for further growth.
- ❑ Analyzing why some customers leave after four years could enhance retention efforts and improve overall business performance.

Recommendations

- ❑ Businesses need to adapt products and services to meet changing customer needs, monitor competitors, and prioritize customer satisfaction.
- ❑ Continuous improvement driven by feedback and implementing retention strategies can foster lasting customer relationships.