Abstract

The dataset links is: <https://www.kaggle.com/datasets/mkechinov/ecommerce-behavior-data-from-multi-category-store?select=2019-Oct.csv>

We are using the datasets for eCommerce behavior data from multiple category stores. The dataset comes with many columns including category, product\_id, brand, event\_time, event\_type etc. From the dataset, we can analyze a few things that may help with sales decisions and how to improve the user experience as below:

1. To figure out the percentage of purchase from view and get the top category of products.
2. To analyze which brand has the best chance to be purchased, and why?
3. To analyze if there are relations between prices and purchase rate?
4. To analyze the time frames that the purchase rate is higher than other times.
5. To generate some data visualization with figures.
6. To make better decisions for the sales department.