**About The Dataset:**

This dataset provides insights into how customers interact with an e-commerce platform, focusing on spending patterns, membership types, satisfaction levels, and engagement metrics. Each row represents an individual customer, capturing details about their demographics, purchasing behavior, and level of satisfaction with the platform.

**Problem Statement for E-commerce Customer Behaviour Sheet**

*JADA STORES is an e-commerce platform that sells pet supplies. The stakeholders have noticed a drop in customer spendings despite major websites upgrades and the streamlining of customer-facing processes. They have also started getting lower reviews and loyal customers seem to be leaving.*

*I have been tasked as a data analyst to uncover insights that can help proffer solutions to these problems. I am to do so using the dataset and my goals are to uncover what type of customers spend more at the website/platform. I am also to find out what type of customers or the attributes of customers that are the most satisfied and what type of customers stay the longest.*

*Questions:*

1. **Spending & Satisfaction Across Membership Types**  
   *Which membership type generates the highest average spending, and how does satisfaction level vary across types?*
2. **Discounts & Spending Behavior**  
    *Do customers who receive discounts spend more on average than those who don’t?*
3. **Customer Satisfaction by City**  
    *Which cities have the highest percentage of satisfied customers, and how does spending differ across locations?*
4. **Customer Churn & Retention**  
    *Which customers are at risk of churning based on inactivity (e.g., no purchase in 40+ days) and high past spending?*