Customer Behaviour Analysis in an E-Commerce Platform

Plan

- An e-commerce company wants to improve sales and user experience by understanding customer behaviour.
- The goal is to personalize recommendations and optimize marketing strategies.

Prepare

- The company collects data on customer interactions, including browsing history, purchase behaviour, and product preferences.
- Data is cleaned, formatted, and stored in a centralized database.

Process

- Machine learning models and statistical techniques are applied to process customer data.
- Key patterns and correlations between products and customer preferences are identified.

Analyse

- The company analyses purchase trends, most viewed products, and abandoned carts.
- Customer segmentation is performed to classify buyers into different categories based on preferences and behaviour.

Share

- Findings are shared with the marketing and product teams.
- Personalized recommendations are integrated into the website and app.
- Targeted ads and email campaigns are launched based on customer segmentation.

Act

- The company implements personalized recommendations and promotional offers.
- Continuous monitoring and feedback analysis help refine the recommendation engine.
- Sales and user engagement metrics are tracked to measure success and make improvements.