

Individual Milestone: Bibliography & Resources (UCID 30229287)

Title: Analyze the Behavior of Customers on E-commerce Platforms

Topic: Customer Behavior and Engagement

Domain Reference:

[1] "eCommerce - Canada | Statista Market Forecast." Statista, <https://www.statista.com/outlook/dmo/ecommerce/canada>. Accessed 2 Oct. 2023.

[2] Predoiu, Oana. "Customer Behavior Analysis." Omniconvert Ecommerce Growth Blog, 28 Jan. 2023, <https://www.omniconvert.com/blog/customer-behavior-analysis/>

Justification: The E-commerce market has been rising rapidly across the globe giving benefits such as Global Reach, Convenience of buying, Cost-effective, 24/7 Availability, Scalability Targeted Marketing and so much more. Thus, it is important to understand the customer behaviour on e-commerce websites as to what keeps them coming back, and what makes them churn. what are the likes and dislikes of the customer etc. Using this domain reference will allow us to determine the different types of customer behaviour and how crucial it is for the businesses to grow around the world based upon our dataset.

Technical References:

[1] Python, Real. Python Histogram Plotting: NumPy, Matplotlib, Pandas & Seaborn – Real Python. <https://realpython.com/courses/python-histograms/>. Accessed 2 Oct. 2023.

[2] Python, Real. K-Means Clustering in Python: A Practical Guide – Real Python. <https://realpython.com/k-means-clustering-python/> Accessed 2 Oct. 2023.

Justification: Given the amount of data we have available and 19 different features, it is interesting to visualize and uncover every aspect and explore as many correlations as possible. To do that, we came across realpython.com which is flooded with essential techniques to draw visualizations and perform K-means clustering which is one of the celebrated machine learning algorithms and can be effectively used for analyzing customer behaviour, especially customer engagement given multiple factors. In short, clustering is a set of techniques that can be used to partition the groups and then explore meaningful insights. The given technical references have been written by professional developers and realpython.com is a reputed website for learning materials about Python and Data science covering every crucial aspect of technical knowledge.

Citations

[1] "eCommerce - Canada | Statista Market Forecast." Statista, <https://www.statista.com/outlook/dmo/ecommerce/canada>. Accessed 2 Oct. 2023.

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[3] Python, Real. Python Histogram Plotting: NumPy, Matplotlib, Pandas & Seaborn – Real Python. <https://realpython.com/courses/python-histograms/> Accessed 2 Oct. 2023

[4] Python, Real. K-Means Clustering in Python: A Practical Guide – Real Python. <https://realpython.com/k-means-clustering-python/>. Accessed 2 Oct. 2023.