Analyzing Consumer Behavior on Amazon (2018–2023) Exploring trends across COVID period by Location, Gender, Income & Race Avg Order Price \$60 \$27.50 Pre-COVID COVID Post-COVID \$25.00 \$50 45 Average order price similar \$22.50 Gender across COVID periods - Female \$20.00 Price \$40 Latitude Order I Average order price higher **Total Orders COVID Period** for males 35 25k Avg - Pre-COVID COVID \$20 — Post–COVID 30 More orders on East coast 125k \$10 25 150k 2020 -100 -90 -80 -70 2018 2019 2021 2022 2023 -120 -110 Longitude Date 400 000 Females spend more; Highest spending is during COVID; except for Asians for both genders Post-COVID 300 000 White people spend more; Avg Order Price for both genders COVID Period Orders 200 000 **COVID Period** Pre-COVID \$22.50 COVID COVID Total \$20.00 Post-COVID 100 000 Pre-COVID Avg order price increasing Avg order price increasing

Asian

Black

White

Asian

Black

550.7A.3K

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White