**Project 1 Proposal**

**Project Title**: Unveiling Amazon Consumer Behavior

**Team Name**: Sudowoodo

**Team Members**: Lisa Serrano

Ruby Ghabboun

Trish Young

Aida Roman

**Project Descriptions/ Outline**: We will be analyzing Amazon consumer behavior data. We will look at a wide range of variables such as demographic, user interactions, browsing patterns and reviews. Our goal with analyzing this data is to gain a deeper understanding of consumers' shopping habits, decision making process and preferences to optimize marketing strategies and improve shopping experience on the platform.

**Research Question to Answer:**

* Do Reviews influence consumer final purchase?
* What are the impacts/trends before and after a prime day sale? (Do people wait to buy on prime day, do people tend to buy after prime day)
* How do fulfillment centers by state/ city affect amazon purchases since more items are available for prime.
* Zip code income levels vs amount of purchases.
* What day of the week do most people buy on the site, what are the trends?

**Datasets to be used**:

* Kaggle: Amazon Consumer Behaviour Dataset
* Geocoding API

**Rough Breakdown of Tasks**

* Choose a topic and 5 set questions to answer for the presentation. (class 1)
* Make an outline of consumer behavior that coincides with set questions. (class 2)
* Divide Tasks as a group. (class 2)
* Make a rough schedule of tasks/code to be completed per class to ensure we are on time with the project due date. (class 2)
* Ensure our dataset can support our questions and our analysis can bring something new to the topic. (class 2)
* Download CSV to ensure we have access to all the information. (class 2)
* Entire group will contribute to the coding part of the project (out of class if necessary.)
* Group will decide what visuals will better highlight our findings clearer.
* Note down findings and analysis in Word doc to prepare for presentation per project sections.