

# Data-Analytics-on-Amazon-Customer-North-America

To conduct analysis on our client's transaction dataset and identify customer purchasing behaviours to generate insights and provide commercial recommendations.

## **Abstract :**

Analysis of amazon is very crucial part when it comes to find an efficient way of getting insights on customer purchase behaviour. Hence, this project is mainly aimed to analyse data and produce an informative result about the customer purchase interest, based out of the grouped customer data, their budgets of purchase, sales transaction analysis.

## **Dataset :**

Sample dataset is available inside the git repository in the form of the CSV file format.

## **About the data :**

DATA FORMAT - Comma (',' ) separated text file, without quote or escape characters. The original dataset is 554 MB in size. First line in the file is header; 1 line corresponds to 1 record.

## **Data Columns :**

1. Order ID
2. Customer ID
3. Date
4. Nearest Warehouse
5. Shopping Card
6. Order Price
7. Delivery Charges
8. Customer Latitude
9. Customer Longitude
10. Coupon Discount
11. Order Total
12. Season
13. Distance to Nearest Warehouse
14. Latest Customer Review
15. Is Happy Customer

## **Tools, libraries and Languages Used :**

- Jupyter Notebook
- Python
- Pandas, Numpy, plotly, matplotlib

## **Insights/ Data Analysis :**

- Most of our sales come from Budget older families, mainstream young singles/couples and mainstream retirees.
- The higher sales in case of mainstream category is due to higher customers in retired and young single/couples. But the same is not in case of budget category, as older singles/couples have highest customer proportion in budget but the sales are higher in case of budget Older families.
- Older families and Young families buy more chips per customer.
- The largest size is 380g and the smallest size is 70g.
- The no. of transactions(sales) kept on increasing till 24th December, 2018 and then there is a break in the graph on 25th dec,2018. The break is due to the day being a Christmas day on which shops and all remains closed and therefore there were no transactions(sales) on that particular day.

## **Market Research :**

- It has been found that the more than 70% of customers are happy with our services.
- Analysis helped us to find that the Arizona is the most nearest warehouse accessible to customer, this made us to focus more on Arizona warehouse by keeping more and more products in our warehouse to make customer more engaged in our services and to bring the new customers to use our services.