Customers Behavior Analysis using Python

1. **Case Study**

Customer Behavior Analysis is the process of examining how customers interact with a product, service, or platform to understand their actions.

We have a dataset that captures the behavior of e-commerce customers. The dataset contains the following columns:

- User_ID: Unique identifier for each customer.
- Gender: Gender of the customer (e.g., Male, Female).
- Age: Age of the customer.
- Location: Location of the customer.
- Device_Type: Type of device used for browsing (e.g., Mobile, Tablet, Desktop).
- Product_Browsing_Time: Amount of time spent browsing products (in minutes).
- Total_Pages_Viewed: Total number of pages viewed during the browsing session.
- Items_Added_to_Cart: Number of items added to the shopping cart.
- Total_Purchases: Total number of purchases made.

2. **Task involves:**
    - Understanding the distribution and characteristics of customer demographics (e.g., age, gender, location).
    - Exploring how different types of devices are used by customers and their impact on behavior.
    - Investigating the relationship between browsing time, pages viewed, items added to the cart, and actual purchases.
    - Segmenting customers based on their behavior and identifying distinct customer groups.
    - Analyzing the customer journey and identifying potential areas for improvement in the conversion funnel.
    - Assessing the impact of customer behavior on revenue generation and identifying opportunities for increasing sales and customer engagement.

Data analysis using python scripting or Summary:

1-Import python library for data analysis:
2-checking null values
3-apply statics analysis
4-Impliment graph or chart
5-using group by
6-churn analysis

Customer Behavior Analysis is a process that involves examining and understanding how customers interact with a business, product, or service. This analysis helps organizations make informed decisions, tailor their strategies, and enhance customer experiences. I hope you liked this article on Customer Behavior Analysis using Python.