DISCOVERING PATTERNS OF USERS' BEHAVIOUR IN AN E-SHOP - Łapczyński M. and Białowąs S. (2013)

Background

- e-commerce business generate voluminous transactions
- to analyze purchases and identify patterns of consumers behaviour
- to enhance Sales strategies by attracting new visitors, identify profitable products and attributes

Data collection

- Data mining of click streams from log files
- Online shop for maternity wear for Spring and Summer collection
- Primary market Poland, Europe
- Period Apr to Aug 2008

Data Wrangling

- Dataset source CSV and unformatted text files
- Cleaning and formatting in Power Query
- Load to Power BI
- Relationship Model

Visualization and Presentation

- Power BI

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Total Sessions	Total Clicks
24.03K	165.47K

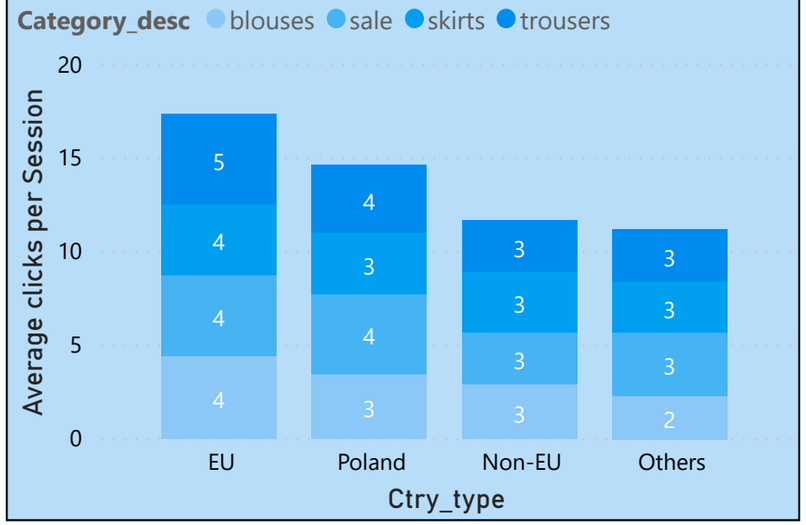
Total no. of regions	Total no. of Countries
4	47

Total no. of Products	Total no. of Colours
4	14

Total by Product Category

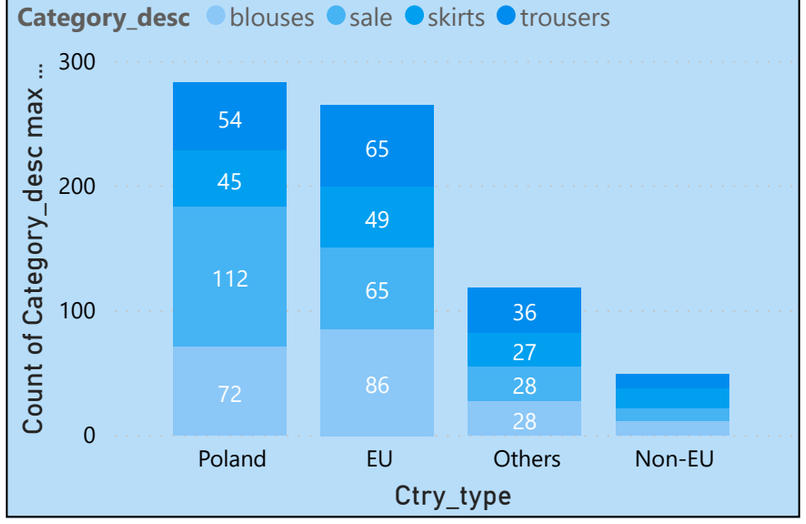
Category_desc	Selected	No of Sessions	Amount
blouses	38577	10724	1554334
sale	38747	9192	1403951
skirts	38408	11490	1966199
trousers	49742	13082	2323692
Total	**165474**	**24026**	**7248176**

Average clicks per Session

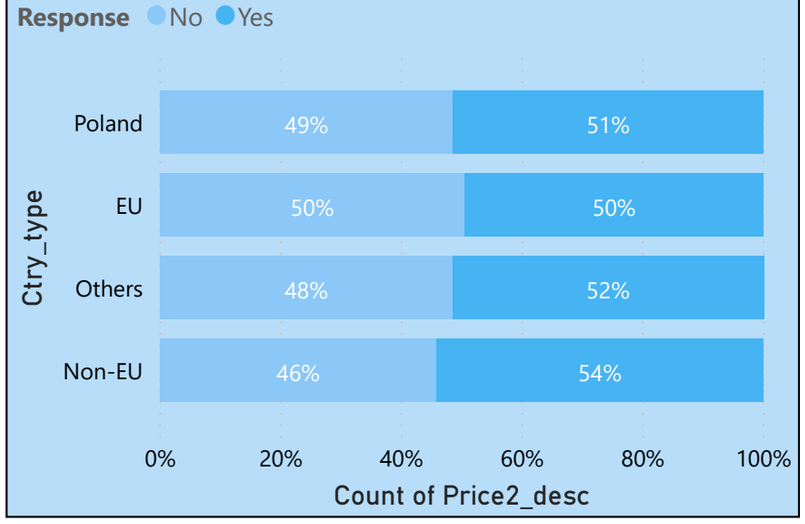


Sessions by Region

Max clicks per Session



Select Price Above Average Price



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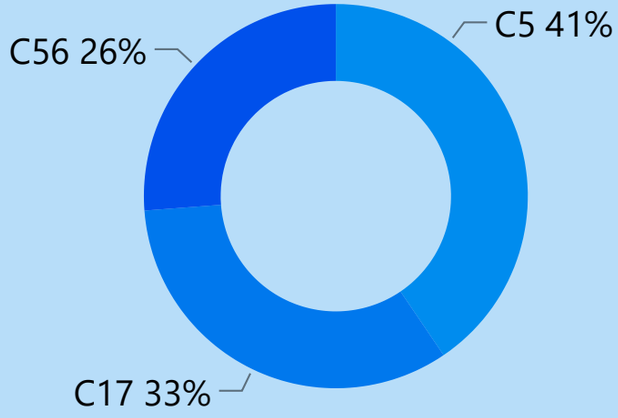
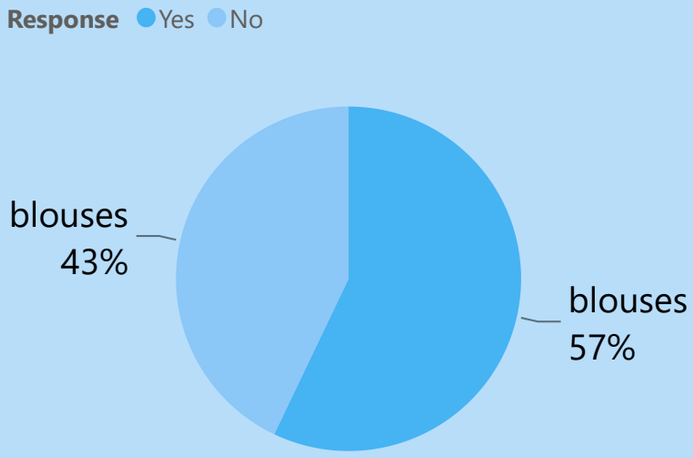
Most popular Model



Select Price Above Average Price



Region

Select all | EU | Non-EU | Others | Poland

Product

Select all | blouses | sale | skirts | trousers

Date

1/4/2008 — 13/8/2008

No of Sessions

10.72K

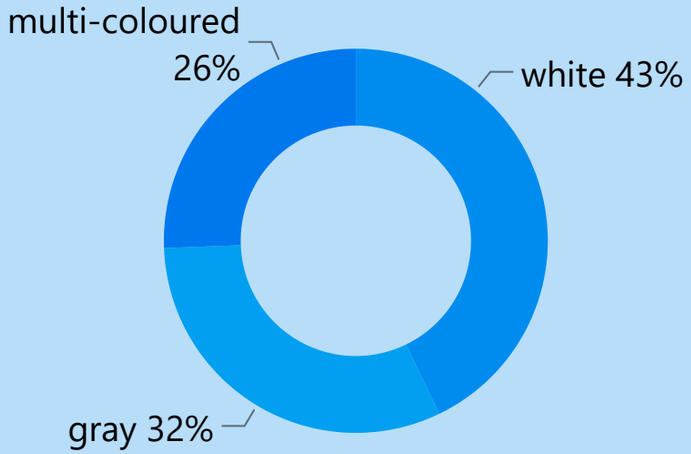
No of Colours

11

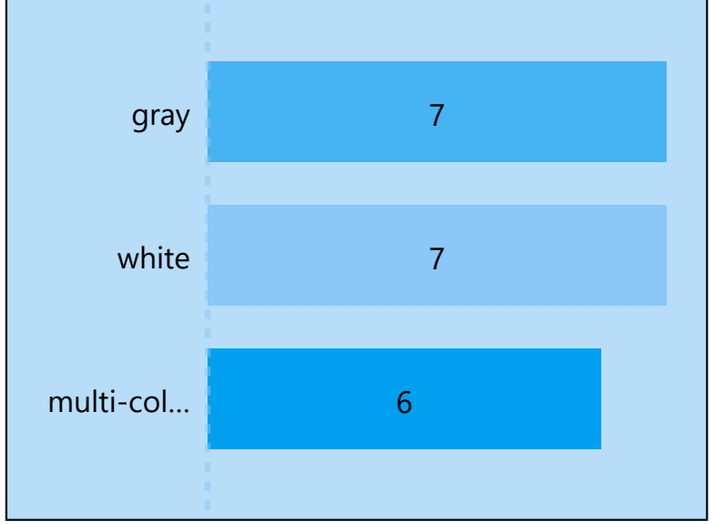
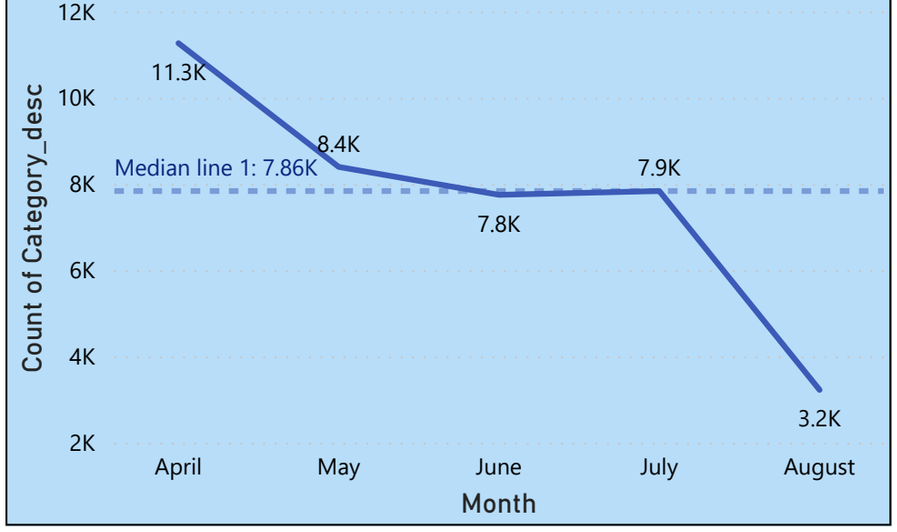
No of Models

59

Most popular colour



Median clicks



Sales