Group Members

Abrea Jyles

Melissa Mosby

Stephanie Samperio

Johnny Troung

Project Description

Are there any shopping behaviors that can be explained by age, gender, location, seasons, and purchasing frequencies? We will attempt to answer this broad question by using data analytics and data visualizations.

Research Questions

Does gender/age/location influence purchase frequency?

Does gender/age/location influence purchase amount?

Does purchase amount influence shipping type?

Is it possible to find out if coats are purchased more in the fall and winter?

Is there a correlation between the number of previous purchases and frequency of purchase?

Is there a correlation between the payment method and purchase amount?

Is there a correlation between frequency of purchase and discounts/promo code?

What item/category is most frequently purchased in each state?

What season do most purchases occur and from which states?

Which state makes the most purchases?

Which category is most popular?

Which gender makes this most purchases?

Which age range makes the most purchases?

Who spends more, males or females?

Dataset

Solver, Z. “Consumer Behavior and Shopping Habits Dataset: E-Commerce Transaction Trends: A Comprehensive Dataset.” Assessed October 26, 2023. <https://www.kaggle.com/datasets/zeesolver/consumer-behavior-and-shopping-habits-dataset>

Group Member Tasks

Abrea Jyles: Select question, perform data analysis (coding and testing), create visualizations, create question slide and question conclusion.

Melissa Mosby: Select question, perform data analysis (coding and testing), create visualizations, create question slide and question conclusion.

Stephanie Samperio: Select question, perform data analysis (coding and testing), create visualizations, create question slide and question conclusion.

Johnny Troung: Select question, perform data analysis (coding and testing), create visualizations, create question slide and question conclusion.