



Nasscom Associative Data Analytic (NAS1001)

Consumer Behavior and Shopping Habits Dataset:

A Comprehensive Overview

Submitted by

Group - 17

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1. Abstract

The Consumer Behavior and Shopping Habits Dataset offers a detailed insight into consumers' preferences, tendencies, and patterns during their shopping experiences. This dataset encompasses a wide array of variables, including demographic information, purchase history, product preferences, shopping frequency, and online/offline shopping behaviour. With its rich collection of data, analysts and researchers can delve into the intricacies of consumer decision-making processes, aiding businesses in crafting targeted marketing strategies, optimizing product offerings, and enhancing overall customer satisfaction.

2. Content

The Consumer Behavior and Shopping Habits Dataset provides a comprehensive overview of consumer preferences and purchasing behaviours. It includes demographic information, purchase history, product preferences, and preferred shopping channels (online or offline). This dataset is essential for businesses aiming to tailor their strategies to meet customer needs and enhance their shopping experience, ultimately driving sales and loyalty.

3. Dataset Glossary (Column-wise)

- **Customer ID:** A unique identifier assigned to each customer, facilitating tracking and analysis of their shopping behaviour over time.
- **Age:** The age of the customer, providing demographic information for segmentation and targeted marketing strategies.
- **Gender:** The gender identification of the customer, a key demographic variable influencing product preferences and purchasing patterns.
- **Item Purchased:** The specific product or item selected by the customer during the transaction.
- **Category:** The broad classification or group to which the purchased item belongs (e.g., clothing, electronics, groceries).

- **Purchase Amount (USD):** The monetary value of the transaction, denoted in United States Dollars (USD), indicates the cost of the purchased item(s).
- **Location:** The geographical location where the purchase was made, offering insights into regional preferences and market trends.
- **Size:** The size specification (if applicable) of the purchased item, relevant for apparel, footwear, and certain consumer goods.
- **Colour:** The colour variant or choice associated with the purchased item, influencing customer preferences and product availability.
- **Season:** The seasonal relevance of the purchased item (e.g., spring, summer, fall, winter), impacts inventory management and marketing strategies.
- **Review Rating:** A numerical or qualitative assessment provided by the customer regarding their satisfaction with the purchased item.
- **Subscription Status:** Indicates whether the customer has opted for a subscription service, offering insights into their level of loyalty and potential for recurring revenue.
- **Shipping Type:** Specifies the method used to deliver the purchased item (e.g., standard shipping, express delivery), influencing delivery times and costs.
- **Discount Applied:** Indicates if any promotional discounts were applied to the purchase, shedding light on price sensitivity and promotion effectiveness.
- **Promo Code Used:** Notes whether a promotional code or coupon was utilized during the transaction, aiding in the evaluation of marketing campaign success.
- **Previous Purchases:** Provides information on the number or frequency of prior purchases made by the customer, contributing to customer segmentation and retention strategies.
- **Payment Method:** Specifies the mode of payment employed by the customer (e.g., credit card, cash), offering insights into preferred payment options.
- **Frequency of Purchases:** Indicates how often the customer engages in purchasing activities, a critical metric for assessing customer loyalty and lifetime value.

3. Acknowledgement:

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Location: Kolkata, West Bengal, India

Link - [dataset/consumer-behaviour](#)