

Ecommerce Consumer Behavior Analysis

The “Ecommerce Consumer Behavior Analysis” panel offers a clear view of consumer buying habits, focusing on key metrics such as purchase value, number of orders, most popular categories, and behavior by age group, gender and channels/devices used. Below is an analysis of the most relevant data, highlighting the conclusions and possible actions to be taken.

Summary

- Total revenue reached \$275,000, with 6,945 orders in the period analyzed. The electronics category was the most purchased in terms of order volume, while Jewelry & Accessories generated the highest value. The mixed channel was the most popular, indicating that consumers are balancing their purchases between online and physical.
- April saw the biggest sales peak, with the Food and Drink category standing out, suggesting possible seasonal demand. The average customer satisfaction score was 5.4, indicating good overall acceptance, but with opportunities for improvement. Buying behavior was more frequent among consumers aged 36 to 50, with high brand loyalty, while younger consumers (19-35) bought more frequently.
- The behavior tree revealed that consumers aged 36-50 prefer to use a desktop and are sensitive to discounts, with a small proportion finalizing purchases in the physical channel.

Overview of performance

The total value of purchases was \$275,000, with 6,945 orders placed. The category with the highest number of orders was Electronics (368 orders), while Jewelry & Accessories generated the highest total value at \$15,136.36, representing 5.5% of total revenue. This indicates that consumers are prioritizing higher value-added products (such as electronics), but also investing in high-volume sales categories such as Jewelry & Accessories.

The preference for purchasing channels is balanced: Mixed Channel leads with 34.6% of purchases, followed by Online (33.3%) and Physical (32.1%). This confirms that consumers are distributing their purchases evenly between the online and physical environments.

Monthly performance and sales highs

The Revenue Over Time graph shows that April was the month with the highest performance, with 31,000 in sales and 753 orders, after a good start in March, with 28,000 and 708 orders. Most of this growth was due to an increase in purchases in the Food and Beverages category, with a purchase amount of 3,290.61 and 81 orders. This shows that, despite April being the month with the highest sales volume, demand for certain products had a stronger impact in this period.

Other months, such as June and August, also performed well with sales of 25,000 each, but did not reach April's figures, highlighting the seasonality of purchases.

Customer satisfaction and payment preferences

The average customer satisfaction score was 5.4, which suggests that although consumers are satisfied, there are opportunities to improve the shopping experience, especially in relation to customer service and the offer of exclusive benefits. In addition, the analysis of payment channels showed a growing preference for digital forms of payment, which indicates the need to optimize the checkout experience.

Analysis of behavior by age group

In the Income Level Distribution chart, the distribution of clients between the high income and middle income groups is well balanced, with 52% of clients in the high income bracket and 48% in the middle income bracket.

The Age Distribution of Clients graph reveals that the majority of consumers are concentrated in the 36-50 age group, with 470 clients, followed by 308 clients in the 26-35 age group and 202 clients in the 19-25 age group. The youngest age group, up to 18 years old, has only 20 clients, which may indicate a public with lower purchasing power or more restricted access to online shopping.

Consumer behavior by age group

When analyzing Buying Behavior by Age Group, the following points stand out:

- The 36-50 age group has the highest satisfaction (6.10) and a good brand loyalty index (3.40). However, the frequency of purchase (5.88) is slightly lower compared to younger age groups.
- The 19-25 (6.84) and 26-35 (6.88) age groups have a higher purchase frequency, which indicates a greater willingness to buy, although with a lower loyalty and satisfaction index.
- The under-18 age group has the highest purchase frequency (7.29), suggesting a greater willingness to make purchases, even with lower satisfaction and loyalty.

Customer behavior tree

Analysis of the behavioral tree reveals that, out of 1,000 customers, 470 belong to the 36-50 age group, representing 47% of the total. Of these, the vast majority prefer to use the desktop to make their purchases, with 160 customers (around 34% of this age group). In addition, these customers are sensitive to discounts, and the In-store channel stands out as the last stage of a more planned purchasing journey.

Ideas for improvement

Based on the analysis, the following actions can be taken to improve sales performance and the consumer experience:

- ★ Offer exclusive promotions for those who use desktop, since this channel is preferred by a significant proportion of consumers aged 36-50.
- ★ Consider free shipping for purchases over a certain value, attracting consumers and encouraging an increase in the average order value.
- ★ Implement loyalty programs with rewards based on purchase history, especially for categories with high loyalty, such as electronics.
- ★ Invest in more efficient customer service, including live chat and WhatsApp, improving the consumer experience.
- ★ Focus on omnichannel strategies, encouraging the combination of online purchases and pick-ups in physical stores.
- ★ Offer promotions that integrate online purchases with in-store pickup, increasing customer convenience.
- ★ Create loyalty and rewards programs specifically for young people, as they are more likely to shop.
- ★ Improve the mobile shopping experience and include fast payments, such as digital wallets.
- ★ Use cross-selling and up-selling strategies in the most purchased categories, such as electronics and jewelry.
- ★ Ensure good visibility of these categories on the site.
- ★ Offer flash promotions to increase engagement and impulse purchases.