# A survey paper for Analytics of E –Commerce Portal

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*Abstract*: **Gone are the days when people were going to market to purchase an item with predetermined decision in mind or by the recommendation of friends or relative etc. In the era of online, nowadays from salt to software is being purchased on e-commerce portal. Hence an e – shopping era, now people don't make decision on the verbal but they believe in data driven decision while shopping on e-commerce. While business analytics has a more broad focus on the who, what, where and when of business intelligence, behavioral analytics narrows that scope, allowing one to take seemingly unrelated data points in order to extrapolate, predict and determine errors and future trends. It takes a more holistic and human view of data, connecting individual data points to tell us not only what is happening, but also how and why it is happening This paper is presenting a survey on the factor responsible for the customer decision which can be a great insight from data analytics perspective, can be used by E – Commerce portal analytics.**

*Keywords*: **Analytics, Data Analytics, E-Commerce, Behavioral Analytics**

## I. INTRODUCTION

Electronic commerce has become one of the essential characteristics in the Internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news. Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. This study is focusing on what are the current factors which helps to customer for making decision and what could be other possible factor can be included in product information.

## II. METHOD

The method used for this study is comparison of information available for a particular product on amazon.in, flipkart and sanpdeals and an online survey conducted among e-commerce portal customer of amazon, flipkart and sanpdeals

## III. FACTORS PLAYING MAJOR ROLE IN DECISION

Before the customer make the decision to buy a particular product they use the information provided by the seller or particular e-commerce portal .Here is the list of following existing information which is being provide by the e-commerce portal and their role in decision.

(A) REVIEWS : Review which is given by the product buyer or user after purchasing the product etc., Primarily on ecommerce website is prominent information provided by the e-commerce portal for taking the decision .By online survey it is found that review is first and prominent factor by buying the product see the fig 1.



(B)RATINGS: Since it's difficult for a customer to read the thousands of review which is time consuming process and also infeasible. Ratings gives a quick view about the product usually given by the customer who bought the product on the scale of 1 -5. Rating is the second vital information which plays major role in customer buying decision of a product. Rating is also prominent information provided by e-commerce portal about the product see the fig2



**Fig.2**

(C)Price of the Product and Offer: Price of the product and offer on the product is the third major information.

(D)Product details: Details of the product like features and specification. See the fig 3



Fig3

IV PROPOSED FACTOR FOR INCLUSION IN PRODUCT INFORMATION BY E-COMMERCE PORTAL**:** Apart from the existing factor there can be many other information as well which can be given to customer so that they can make more informed and better decision while buying the product. Here is the list of the new factors

V REAL TIME INFORMATION OF THE PRODUCT FROM OTHER PLATFORM
While doing the shopping user do compare the same product on different platform for better trade off. for example Ram wants to buy a Redmi2 mobile phone but he wants to get best possible price without compromising the quality of the product .Hence he checks out the amazon .flipkart and sanpdeals and found that he get same mobile on amazon for less price than flipkart and snapdeal (see the fig 4,5,6)



Fig.4 (Taken from flipkart)



Fig5 (Taken from sanpdeals)



Fig 5 (Taken from amazon.in)

VI DEMOGRAPHIC INFORMATION
Demographic information about the product can also help customer while buying the product for example the all the products are not available in all the areas due to certain reason (unavailability of product seller in that area). Hence user can choose whether to see the details of product or not and it will save the time of customer.

VII REFUND AND EXCHANGE POLICY OF PRODUCTS AND PAYMENTS
Online shopping is purely based on the information given about the product. Customer can only view the images of the product .sometimes it happens that product may be of lower quality or not as shown. In such scenario customer put lot of emphasis while buying on the refund and exchange policy and refund of the payment.

VIII CONCLUSION
Online shopping on e-commerce platform is data driven and customer centric hence the more information available about the product and service, better the chance of being purchased at the same time customer satisfaction can also be increased. The study is still going on to prove that factor theoretically and empirically

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