

Amazon Product Purchase Trend Analysis

Shweta Arvind Patil¹ and Prof. Ujwala Khartad²

Student, Department of Data Science¹

Guide, Department of Data Science²

Tulsiramji Gaikwad Patil College of Engineering and Technology, Nagpur, Maharashtra, India

shwetapatil3627@gmail.com

Abstract: *The research paper titled “Amazon Product Purchase Trend Analysis” focuses on understanding customer purchasing behavior and identifying trends that influence product sales on Amazon. The main objective of this study is to analyze the purchasing patterns of users based on product category, price range, rating, and review count. Using data analytics tools such as Python, Pandas, and Matplotlib, the dataset was cleaned, visualized, and interpreted to extract meaningful insights. The analysis revealed that products with high ratings and moderate prices tend to perform better in sales. Moreover, categories like electronics and clothing showed seasonal purchase variations. These findings can help sellers optimize their product pricing and marketing strategies for better sales performance.*

Keywords: Amazon, Data Analytics, Product Trends, Customer Behavior, Python, Visualization

