

Abstract

This research explores the role of data analytics in enhancing customer experience on e-commerce platforms. As online shopping continues to grow, businesses must find effective ways to personalize the customer journey, improve service quality, and increase satisfaction. Data analytics provides the ability to analyze vast amounts of customer data, including browsing behavior, purchasing patterns, and feedback, to deliver tailored experiences that meet individual needs. This study investigates how e-commerce platforms leverage data analytics to optimize the customer experience and improve business outcomes.

A mixed-methods approach is employed, combining quantitative data analysis with qualitative insights from industry professionals. The quantitative phase involves analyzing customer interaction data from an e-commerce platform to identify trends and behaviors that influence customer satisfaction. Statistical techniques such as clustering and predictive modeling are used to uncover patterns in purchasing behavior and preferences. The qualitative phase includes interviews with e-commerce managers, data scientists, and customer service professionals to understand how data analytics is integrated into their customer experience strategies and to explore the challenges and benefits of its application.

The findings of this study highlight the significant role data analytics plays in enhancing customer experience on e-commerce platforms. By integrating both data-driven insights and expert perspectives, the research offers actionable recommendations for businesses looking to use analytics to improve customer engagement, personalize services, and drive customer loyalty in the competitive e-commerce landscape.