

Statistical Analysis on Women Clothing E-commerce Review

Piyali Kundu

Department of Statistics, Visva-Bharati University, Santiniketan, India

Abstract: In the present days, electronic commerce (e-commerce) is a familiar word. A lots of research focuses mostly on developing economies. Customer behavior is over time consumer's move from visiting retail shops to shopping online from the e-commerce view. In this article, data is taken on women clothing e-commerce review and interprets this data.

Key Words: E-commerce, pie-chart, bar diagram, chi-square test of independent and chi-square test of homogeneity.

Introduction: Electronic commerce (e-commerce) is very useful topic in the field of education. Most of the research focuses primarily on rising economies and developed economies (DEs). Many academic disciplines were developed, such as information technology (IS), management and social sciences. Among many research ventures, such as in the area of text classification and information retrieval, probabilistic models currently play a major role Latent Semantic Analysis (LSA), Probabilistic Latent Semantic Indexing (PLSA) and Latent Dirichlet Allocation (LDA) represent probabilistic models. In this article, analyse is done by few graphical representation and some statistical techniques and the data collected from <https://www.kaggle.com>.

Methodology: In this paper, data analysis is done on the women's e-commerce clothing review system. Different types of statistical techniques are used to analyze the data. Fig. 1, pie chart showing rating on e-commerce clothing,

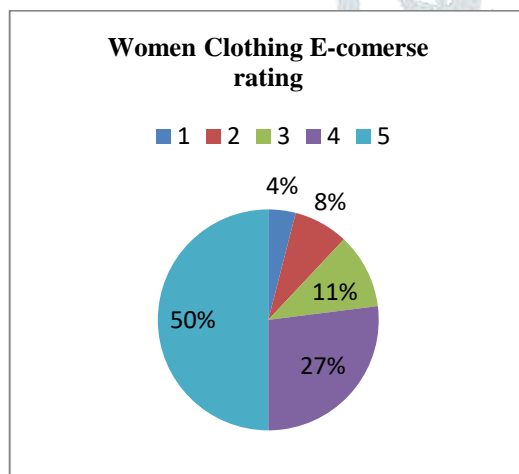


Fig.1

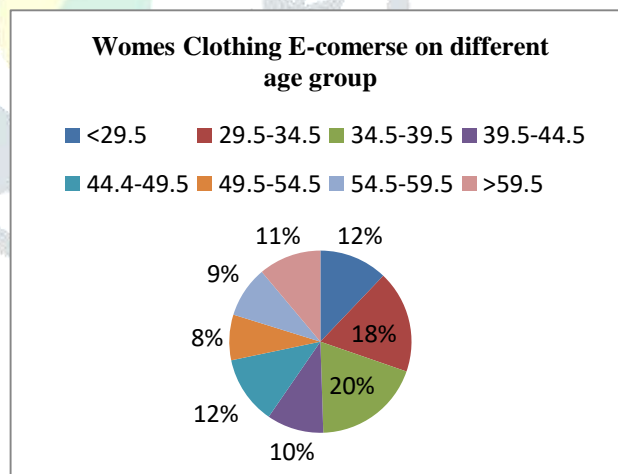


Fig.2

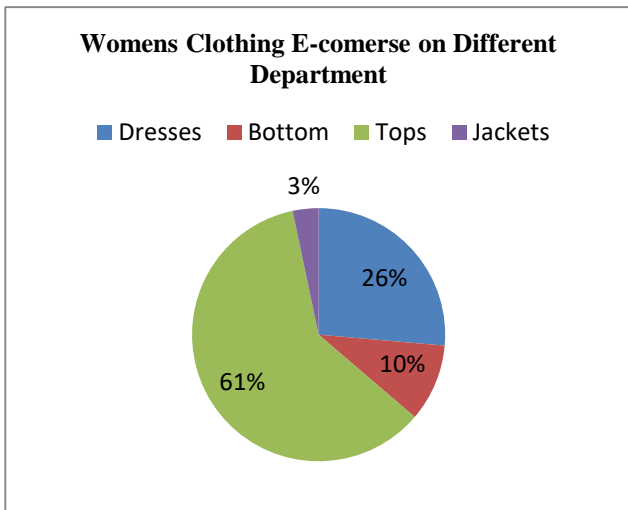


Fig.3

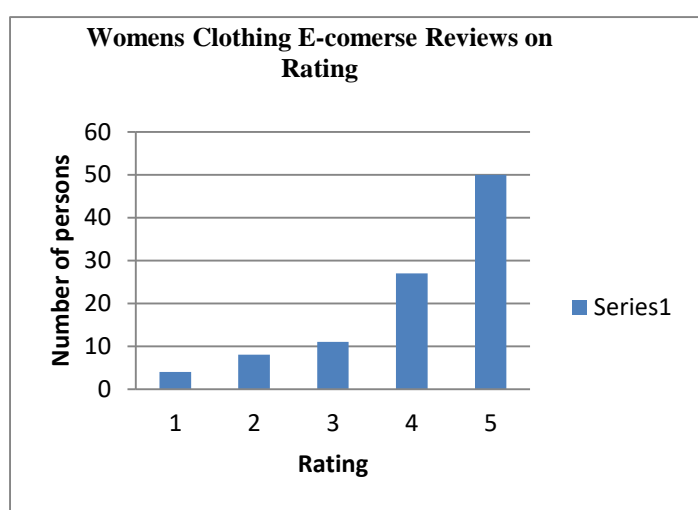


Fig.4

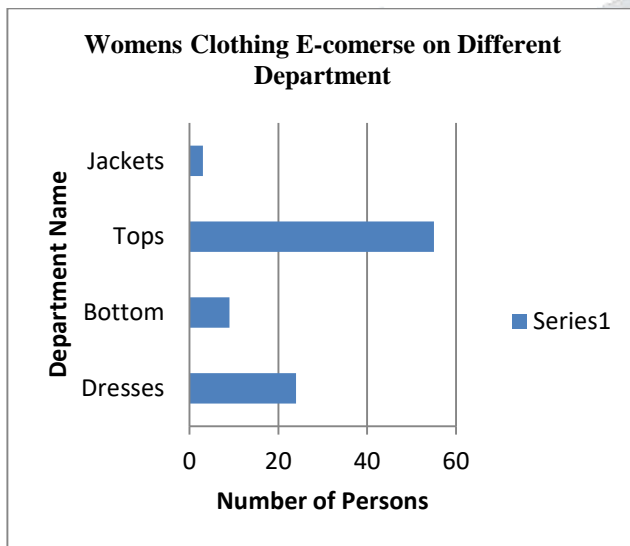


Fig.5

Fig. 2, pie chart showing the e-commerce used by different age group, Fig. 3, pie chart showing the e-commerce of different types of clothing, Fig. 4, bar diagram of rating and Fig. 5, bar diagram the e-commerce of different types of clothing. Also we perform the chi-square test of independent on e-commerce rating, chi-square test of homogeneity on e-commerce of different types of clothing and chi-square test of homogeneity on e-commerce at different age group.

Results & discussions: From Fig.1 and Fig.4 we conclude that most women customers give the highest rating on clothing by e-commerce. Fig.2 and Fig.5 shows that most of the women prefer dresses among clothes on e-commerce. From Fig.2 it can be says that variations of age group does not vary high in shopping of clothes by online. Using chi-square test it can be said that rating are independent means that all persons give rating by their own not influence by the others, types of clothing are not homogeneous that is all persons are do shopping according to their choice of clothing but age groups are homogeneous it refers that more or less in all age females prefers online shopping (clothes).

References

1. Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1) [Crossref], [Web of Science®], . [Google Scholar].
2. Brown, M., & Lubelczyk, M. (2018). *The future of shopping centers*. Kearney. <https://www.kenarney.com/consumer-retail/article/?/a/the-future-of-shopping-centers-article> [Google Scholar].
3. Carroll, N. (2017). *Online retailing - UK - July 2017*. Mintel. <http://academic.mintel.com/display/793487/> [Google Scholar].
4. <https://www.kaggle.com>

