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Role of Online Shopping Websites in Consumer Satisfaction Based Statistical Analysis(Conference Paper)

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Abstract

Nowadays, online shopping is very popular as there are many platforms are available. To dig into the consumer behavior for shopping there are many researchers, industries are working to provide the model to analyze consumer satisfaction. As people are searching a lot over the websites according to their interests, so the data is collected by the platforms and do analysis over it to find the consumer behaviour to improve their search and improve

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