Seminar of the Research Center of Smart Networks and Systems
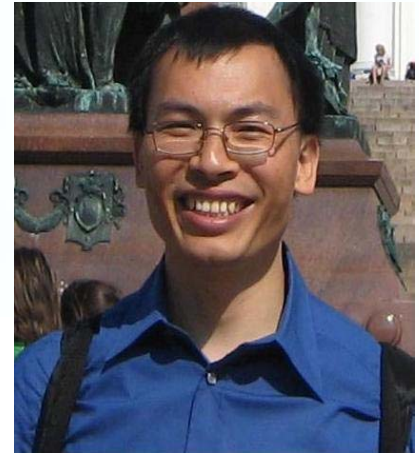
A Cross-Platform Consumer Behavior Analysis of Large-Scale Mobile Shopping Data

主讲人： **Prof. Xiaoming Fu**

University of Göttingen, Germany

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地点：科学楼530会议室

Biography

Xiaoming Fu is a full professor at the University of Göttingen. He received his Ph.D. from Tsinghua University in 2000. He was then a research staff at TU Berlin before joining the faculty at the University of Göttingen in 2002, where he has been a professor and head of computer networks group since 2007. His research interests lie in networked systems and applications, including mobile and cloud computing, social networks and big data analysis. An IEEE Senior Member and an IET Fellow, he currently serves on the editorial boards of IEEE Communications Magazine, IEEE Transactions on Network and Service Management, IEEE Networking Letters, and Computer Communications. He served as Vice Chair (2010-2012) of IEEE Technical Committee of Computer Communications (TCCC) and Chair (2011-2013) of IEEE Technical Committee on Internet (ITC), and has been the coordinator and chief scientist of EU FP7 MobileCloud, GreenICN and CleanSky projects, as well as EU H2020 ICN2020 projects.

Abstract

The proliferation of mobile devices especially smart phones brings remarkable opportunities for both industry and academia. In particular, the massive data generated from users' usage logs provide the possibilities for stakeholders to know better about consumer behaviors with the aid of data mining. In this paper, we examine the consumer behaviors across multiple platforms based on a large-scale mobile Internet dataset from a major telecom operator, which covers 9.8 million users from two regions among which 1.4 million users have visited e-commerce platforms within one week of our study. We make several interesting observations and examine users' cultural differences from different regions. Our analysis shows among the multiple e-commerce platforms available, most mobile users are loyal to their favorable sites; people (60%) tend to make quick decisions to buy something online, which usually takes less than half an hour. Furthermore, we find that people in residential areas are much easier to perform purchases than in business districts and purchases take place during non-work time. Meanwhile, people with medium socioeconomic status like browsing and purchasing on e-commerce platforms, while people with high and low socioeconomic status are much easier to conduct purchases online. We also show the predictability of cross-platform shopping behaviors with extensive experiments on the basis of our observed data. Our findings could be a good guide for e-commerce future strategy making.

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