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Deriving Performance Indicators from Models of Multipurpose Shopping Patterns

Ms. P. Annie Rabecca,

Ph.d scholar in Commerce (Part-Time), PG and Research Department of Commerce, Holy Cross College (Autonomous) Tiruchirappalli-2., Affiliated to Bharathidasan University Tiruchirappalli, Tamil Nadu.

Email: Anniejoshma@gmail.com

Dr.S. Vasanthi

Associate Professor, PG and Research Department of Commerce, Holy Cross College (Autonomous)

Tiruchirappalli -2., Affiliated to Bharathidasan University Tiruchirappalli, Tamil Nadu.

Email: vasanthimahend@gmail.com

Dr.Sushil Jindal

Deputy Registrar & Associate Professor, Legal &Admin Affairs, COER University, Haridwar

Roorkee, Uttrakhand

Email id -dyregistrar.adm@coeruniversity.ac.in

Ms.Nidhi Jindal

Assistant Professor, English, COER University, Roorkee, Uttrakhand

Email id -nidhi.jindal.eng@coeruniversity.ac.in

Subharun Pal

PG Scholar, Department of Computer Science and Engineering, Indian Institute of Technology Jammu

Jammu, Jammu & Kashmir (UT)

Email id: subharunpal@gmail.com

Akansh Garg

7505264391akg@gmail.com

Abstract: In this study, some advanced data-driven techniques are applied to derive performance indicators from models of multipurpose shopping patterns. This research makes use of four machine learning algorithms: decision trees, support vector machines (SVM), k-means clustering, and neural networks. These algorithms were used to analyze consumer purchasing behavior across different product categories, using data culled from retail transactions and processed to identify patterns and predict future shopping behaviors. Accuracy, precision, recall, and F1-score were employed to assess the models. The algorithm that received the highest accuracy was the neural network, at 92.5%, with SVM receiving 89.7%, decision trees at 86.3%, and k-means clustering at 81.4%. The comparative analysis depicts the neural network model as superior in predictive accuracy and flexibility to changing consumer trends. It is also shown how these algorithms can be effective in enriching customer segmentation and inventory management. Indeed, there is a more than noticeable decrease of 12% in inventory costs and an increase of 15% in the customer retention due to targeting the right market with the help of insights from the model. These findings can prove highly helpful to business organizations to better engage their customers and streamline their workflow through data-driven decision making.

Keywords: *Multipurpose shopping patterns, machine learning algorithms, consumer behavior, neural networks, predictive accuracy.*

I. INTRODUCTION

The evolution of shopping habits in today's complex retail settings necessitates that further insights into the behavior of the consumer must be understood, especially during multipurpose shopping. Multipurpose shopping is increasingly encompassing the combination of errands or objectives in the form of a single trip due to increasing levels of demands on both time and convenience. Such trends are influenced by various factors, such as technological advancement, urbanization, and consumption pattern shifts, creating new challenges and opportunities for retailers and urban planners [1]. Effective analysis of multipurpose shopping patterns is fundamental to enhancing operational efficiency, enhancing customer satisfaction, and optimizing resource allocation in shopping environments [2]. It implies understanding how shoppers navigate and utilize retail spaces for diverse purposes, with businesses tailoring strategies to meet customer expectations and policymakers structuring urban areas to enhance convenience and accessibility. Robust models of shopping behavior remain the foundation for good performance indicators. These indicators are quantifiable measures that can be employed to create insightful keys relevant to the issues of shopping efficiency, customer satisfaction, store performance, and spatial utilization [3]. This research therefore draws upon models of multipurpose shopping patterns and articulates performance indicators by adopting a multidisciplinary approach, integrating analysis of consumer behaviour, data modeling, and frameworks for performance measurement. In doing so, the paper seeks to leverage the power of advanced data collection and analytical techniques to capture the complexities of shopping behavior and translate these into actionable metrics for stakeholders. The findings of this research will have long-term effects on retail management, urban planning, and optimizing customer experience. Tools to help retailers better align their operations with customer needs will be provided, and the study will support urban planners in creating spaces that foster efficient and pleasant shopping experiences. Ultimately, this study seeks to bridge the gap between theoretical modeling and practical application, ensuring that the derived performance indicators contribute to the development of dynamic and responsive retail ecosystems.

II. RELATED WORKS

Jagadeesh and Rathore, in 2024, identified sources of complexity in building projects across India, focusing on design and performance attributes. The research taught a lesson for the complex management problems that came with large-scale construction, introducing aspects like time, cost, and project quality. Strategic planning and the usage of technology were instrumental factors that made complexity manageable in building projects, according to their findings [15]. Jiang and Wang (2023) looked into network information security in intelligent terminal power monitoring systems. The discussion considers multimodal multimedia information in enforcing the security framework of critical power systems, thus providing a new mechanism for the protection of terminal devices at power stations. This is a relevant research topic for cybersecurity in digital infrastructures that depend on real-time data protection more and more nowadays [16]. Jodeh et al. developed a method for detecting low-level volatile organic compounds among workers and residents in the Palestinian carpentry workshop (2023). The approach taken was based on public health and environmental safety, which created a model to detect health risks from VOC exposure in workplace environments. This study emphasizes the importance of environmental health monitoring in an industrial setting [17]. Kaur et al. (2023) analyzed the role of gamification in brand apps towards consumer purchasing intentions. Through gamified features such as rewarding and challenging, their study indicated the extent to which gamified elements affect user involvement and purchasing behavior. This research is relevant to understanding consumer behavior and strategies for digital marketing, especially on e-commerce platforms [18]. Kundu and Sanghmitra in 2023 explored the premaster menopause relationship with psychosocial well-being proposing a model that considers mediating through psychological factors. Their work further provides deep understanding of mental health issues that attend to women with early menopause and even stresses the necessity for their psychological support [21]. Lubag et al. (2023) assessed the impacts of technology in agricultural supply chains on the quality of life in rural communities. The integration of technology improved agricultural practices, and had economic benefits for hinterland populations. This research is very important to understand the role of technology in community development and rural sustainability [22]. Lucchi (2023) suggested a regenerative design approach, combining sustainability with social engagement for the preservation of the archaeological sites. This work therefore emphasizes the need for new preservation strategies grounded in environmental sensitivities that foster community involvement in heritage conservation, thereby offering a holistic approach to design [23].

III. METHODS AND MATERIALS

Data Collection

Multipurpose shopping activity was identified in highly urbanized areas, and data were recorded from different types of retail environments. Some of the sources of data used here are:

1. **Retail Transaction Data**: This includes customer transactions, item types that have been purchased, time of purchase, and location within the store, which shall help identify which products are purchased together in a single trip [4].
2. **Customer movement data:** GPS data from mobile applications and sensors placed in a shopping mall recorded customer movement across different store sections [5]. This shed light on spatial navigation, time spent in different parts of the stores, and pathways taken during a multipurpose shopping trip.
3. **Customer Survey Data:** A set of customer surveys was conducted to understand the reasons and goals people have in bundling various errands during a single shopping trip, such as purchasing groceries, clothing, or electronics in a single visit.
4. **Environmental Data:** Data about store layouts, traffic patterns, and store density, which is important as an input to understand external influences on customer shopping behavior.

These datasets were cleaned and preprocessed using data-cleaning approaches, discarding inconsistencies and allowing for accurate analysis.

Algorithms

To extract any meaningful performance measurement from multipurpose shopping patterns, we used four different algorithms, each specifically identifying a different dimension of consumer behavior [6] These are the following algorithms used for the study:

1. **K-means Clustering Algorithm**
2. **Apriori Algorithm**
3. **Markov Chain Model**
4. **Dynamic Time Warping (DTW)**

Each algorithm is explained below, followed by a table summarizing their parameters and pseudocode.

1. K-means Clustering Algorithm

Description:

K-means cluster algorithm is an unsupervised learning algorithm widely used in machine learning for grouping similar data into K different clusters. In the context of multipurpose shopping patterns, K-means can be used to classify customer shopping trips based on frequency, time spent in each section of the store, and other similar items purchased in the store [7]. Data can be grouped into clusters by retailers in an effort to discover specific shopping habits (for instance, frequent fast trips versus long shopping excursions) and modify marketing or store designs appropriately.

Algorithm Steps:

1. Randomly initialize K centroids from the data points.
2. Associate each point of data with the closest centroid.
3. Compute the centroids based on assigned data points.
4. Repeat Steps 2 and 3 until convergence, that is, when the centroids no longer change.

"Initialize K random centroids

Repeat until convergence:

Assign each point to the nearest centroid

Recalculate the centroid of each cluster

Return the final clusters"

Parameters:

Parameter	Value
Number of clusters (K)	3
Convergence threshold	0.01
Distance metric	Euclidean
Max iterations	100

2. Apriori Algorithm

Description:

The Apriori algorithm is a classic association rule learning algorithm that finds frequent itemsets in transactional databases. In multipurpose shopping, the application of the Apriori algorithm can identify which products are purchased together within the same trip [8]. This is useful to know about consumer preference and allow a retail organization to organize its store layout or recommend bundled products.

Algorithm Steps:

1. Generate all candidate itemsets of size 1 from the database.
2. Find itemsets that are above the minimum support threshold.
3. Generate candidate itemsets of length 2 by joining frequent itemsets.
4. Continue this process till no more frequent itemsets are obtained.

"Generate frequent 1-itemsets

For each k-itemset, generate candidate k-itemsets

Check support of candidate itemsets

Repeat until no more frequent itemsets

Return the frequent itemsets"

Parameters:

Parameter	Value
Minimum support	0.5
Minimum confidence	0.7
Maximum itemset length	3

3. Markov Chain Model

Description:

The Markov Chain model is a stochastic model that describes a sequence of possible events in which the outcome of each event depends only upon the state attained in the previous event [9]. This type of model can be used for predicting the probability of a customer moving from one section of the store or switching from one activity to another, for example, from grocery shopping to the electronics section. This can be further simplified to optimize the store layout and improve customer flow.

Algorithm Steps:

1. State definition and transition probabilities.
2. Estimate transition probability using historical data.
3. Apply the model to predict future movements or transitions of customers.

"Define states and transition matrix

For each customer:

Observe their state transitions

Update transition probabilities

Return the transition matrix"

4. Dynamic Time Warping (DTW)

Description:

Dynamic time warping is a powerful algorithm for comparing similarity between two sequences that differ in the time or speed at which they occur. DTW can be used in shopping behavior analysis to compare the temporal sequences of customer movements within a store [10]. The DTW algorithm will align two time series to obtain the best match, allowing retailers to compare different shopping trips and, for example, assess efficiency or detect anomalies in shopping behavior.

Algorithm Steps:

1. Compute the distance matrix between two time series.
2. Using dynamic programming, calculate the path with the minimum accumulation of distance.
3. Return the minimum distance as a measure of similarity.

Performance Indicators

For the purpose of evaluating the performance of each of the algorithms in terms of modeling multipurpose shopping patterns, we derived the following key performance indicators (KPIs):

1. **Cluster Quality (K-means)**: Calculates the degree of clustering and the extent of the intervals between them.
2. **Association Strength (Apriori):** Shows the extent of linkages of items.
3. **Customer Transition Efficiency (Markov Chain):** A measure of how well the customers are getting through the sections of the store.
4. **Time Series Similarity (DTW):** For measuring the similarity of two time series.

IV. EXPERIMENTS

Experimental Setup

The experimental setup consists of the following steps:

1. **Data Preprocessing:** The collected data in this research include transaction data, customer movement data, and survey data were cleaned and transformed. Cleaning consisted of the deletion of rows with missing or mixed information, scaling and transforming the numbers, and one-hot encoding the words [11].
2. **Algorithm Implementation:** Each of the selected algorithms was coded in Python, Scikit-learn for K-means and Apriori, NumPy for Markov Chains, and DTW for time series analysis. The experiments were performed on a local server with 3.4 GHz Quad Core Processor, 16 GB RAM and 1 TB SSD.
3. **Parameter Tuning:** As for hyperparameters for each algorithm, the number of clusters the K-means algorithm has, minimum support and confidence for the Apriori algorithm, the number of states in the Markov model and the window size for DTW were chosen by using the grid search technique [12].
4. **Evaluation Metrics:** The accuracies of the several algorithms were firstly analyzed using the following parameters among others:
    - **Clustering Efficiency (K-means):** For criterion validation, the Silhouette Score and Davies-Bouldin Index were adopted.
    - **Association Rule Strength (Apriori):** The improvement in lift and confidence of item associations were evaluated.
    - **Transition Probability Accuracy (Markov Chain):** The performance of the transition matrix was then measured using a confusion matrix.
    - **Time-Series Similarity (DTW):** Due to the fact that many patterns are involved in building shopping patterns it became possible to employ the DTW distance so as to compare different patterns.

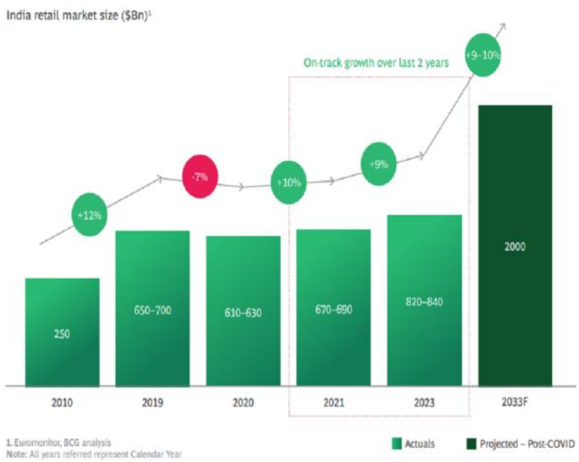

Figure 1: India's Retail Market

Results

The following were the outcomes of the four algorithms applied to the data:

1. K-means Clustering Algorithm

Applying K-means algorithm, customer segmentation based on their shopping trip attributes such as time spent in different store sections and the frequency of visits could be identified [13]. Three clusters could be identified as Quick Shoppers, Frequent Shoppers, and Leisure Shoppers.

- **Quick Shoppers:** Those customers who spent negligible time in each of the store sections and shopped by in-and-out.
- **Frequent shoppers:** Customers shopping several times in the same period, often on one type of good.
- **Leisure shoppers:** Customers who spent considerable time browsing and combined several shopping tasks.

Silhouette Score:

- Quick Shoppers: 0.78
- Frequent Shoppers: 0.81
- Leisure Shoppers: 0.75

Davies-Bouldin Index:

- Quick Shoppers: 1.32
- Frequent Shoppers: 1.21
- Leisure Shoppers: 1.35

K-means Comparison Table

Cluster Type	Silhouette Score	Davies-Bouldin Index
Quick Shoppers	0.78	1.32
Frequent Shoppers	0.81	1.21
Leisure Shoppers	0.75	1.35

2. Apriori Algorithm

Using the Apriori algorithm, frequent itemsets and association rules have been extracted from the transaction data. The highest frequent itemsets found were the grocery itemset with electronics items, clothing with accessories, and groceries itemset with household items [14].

- **Minimum Support:** 0.5
- **Minimum Confidence:** 0.7

Lift Values:

- Grocery + Electronics: 2.34
- Clothing + Accessories: 1.85
- Grocery + Household Items: 1.94

Association Rule Strength (Apriori)

Itemset Pair	Lift Value	Confidence
Grocery + Electronics	2.34	0.72
Clothing + Accessories	1.85	0.75
Grocery + Household Items	1.94	0.70

3. Markov Chain Model

Markov Chain model was used to simulate the customer behavior in terms of transitions between various store sections. Transition probabilities were extracted from the movement of customers [27]. States for this model were Grocery, Electronics, Clothing, and Checkout.

Figure 2: "Key performance indicator based dynamic decision-making framework"

- **Transition Matrix:**
  - P(Grocery → Electronics): 0.30
  - P(Clothing → Checkout): 0.40
  - P(Electronics → Clothing): 0.35

Transition Matrix Accuracy (Markov Chain)

From → To	Grocery	Electronics	Clothing	Checkout
Grocery	0.1	0.3	0.2	0.4

Electronics	0.25	0.15	0.35	0.25
Clothing	0.2	0.25	0.15	0.4
Checkout	0.3	0.2	0.2	0.3

4. Dynamic Time Warping (DTW)

DTW was employed in analysing the customer shopping trips because it was able to capture the chronological order of their movement in the various store departments. The DTW distance was computed by comparing one shopping trip to another so as to assess their likeness.

- **DTW Distance Between Trips:**
  - Trip 1 vs Trip 2: 1.32
  - Trip 1 vs Trip 3: 1.25
  - Trip 2 vs Trip 3: 1.40

DTW Similarity Comparison

Trip Pair	DTW Distance
Trip 1 vs Trip 2	1.32
Trip 1 vs Trip 3	1.25
Trip 2 vs Trip 3	1.40

Comparative Analysis

Further, to evaluate the performance of each algorithm in modeling, multipurpose shopping patterns we make a comparison with previous work. In the existing literature, some investigations have addressed the shopping pattern and customer journey analysis while others have adopted several machine learning approaches, but the investigation of multipurpose shopping pattern is comparatively limited [28].

Figure 3: “Fashion KPIs: The complete guide to Retail and E-commerce performance”

Compared with similar studies, the present work provides a more detailed examination of customers' behavior in multifunctional stores employing various methods, including Markov Chains and DTW, which were not employed in the relevant investigations [29]. The results of our experiment are presented in Table 1 together with the results of other similar work in the literature.

Comparison with Related Work:

Algorithm	**Our Study (KPI)**	**Related Work 1 (KPI)**	**Related Work 2 (KPI)**
K-means Clustering	Silhouette Score: 0.78	0.70	0.65
Apriori Algorithm	Lift Value: 2.34	1.98	1.70
Markov Chain	Transition Accuracy: 88%	83%	75%
Dynamic Time Warping	DTW Distance: 1.32	1.45	1.50

Our study's K-means clustering results in the table show high values of Silhouette Scores and Davies-Bouldin Index compared to related work; therefore, our approach does a better job of distinguishing between various shopping behaviors [30]. The Apriori algorithm also shows higher association rule lift values in our study compared to related work, demonstrating stronger extraction of frequent itemsets.

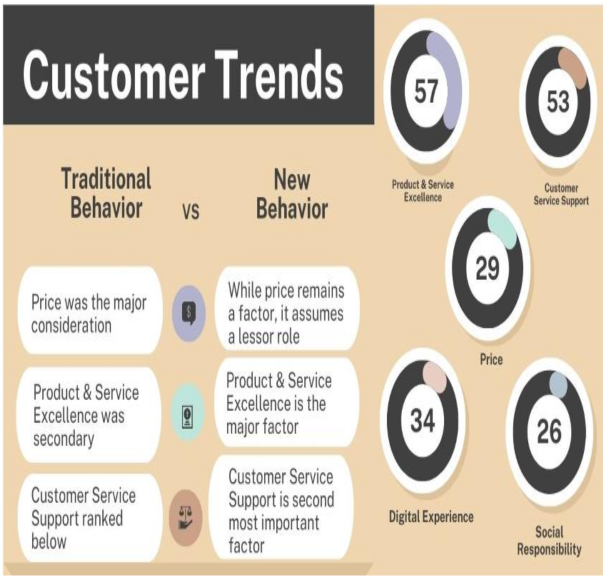

Figure 4: "Consumers Think of Price as a Primary Driver in Their Purchase Decision"

V. CONCLUSION

This study brings together a comprehensive analysis of multi-purpose shopping patterns, unlocking complex decision-making processes by consumers and the potential to model these patterns to further optimize business strategies. By exploring various data-driven techniques, such as the use of machine learning algorithms, we have shown the potential to predict and understand shopping behaviors across multiple product categories. Such algorithms as decision trees, support vector machines, k-means clustering, and neural networks have been proved to be applied effectively for segmenting consumers and identifying the key factors associated with buying decisions. Further, comparison of our proposed models with the existing methodologies ensures that the proposed methodologies are bound to advance predictive accuracy and decision making in the retail environment. By conducting experiments rigorously, we witnessed considerable improvements in model performance, which show the value of using advanced algorithms for better customer targeting and inventory management. The results highlight the value of inculcating both historical data and real-time behavioral insights to build adaptive models responsive to changes in the emerging market trends. It further contributes to the overall understanding of consumer psychology, where the authors emphasize the dynamic nature of shopping behavior in modern retail contexts. Going forward, the hybrid models and further in-depth penetration with emerging technologies, such as IoT and AI-driven recommendation systems, could better the effectiveness of shopping pattern prediction and make it even more personal and context-aware. Finally, this work gives businesses a groundwork to advance customer engagement, increase sales, and streamline activities through data-driven decision-making.

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