Online Shoppers Intention Analysis

Abeer Mohammed Alghamdi

Abstract:

The primary purpose of this project is to predict the purchasing intentions of a visitor to this particular store's website. and to identify the key factors which contribute the most towards predicting a shopper's behavior.

Design:

This project is one of the T5 Data Science BootCamp requirements. Data obtained from Kaggle website. Source

Data:

The dataset is provided in .csv format. It contains 12,330 records,and has 18 features. Revenue is the target feature that identifies if a purchase was made or not.

Algorithms:

Feature Engineering

1- Converting categorical attributes to ordered factor variables and are numerically encoded.
2- Normalize numerical variables of the dataset for clustering and scale for classification methods.

Models:

Logistic regression, k-nearest neighbors, and random forest classifiers.

Tools:

1. Numpy and Pandas for data manipulation.
2. Scikit-learn for modeling.
3. Matplotlib and Seaborn for plotting.