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GOKART

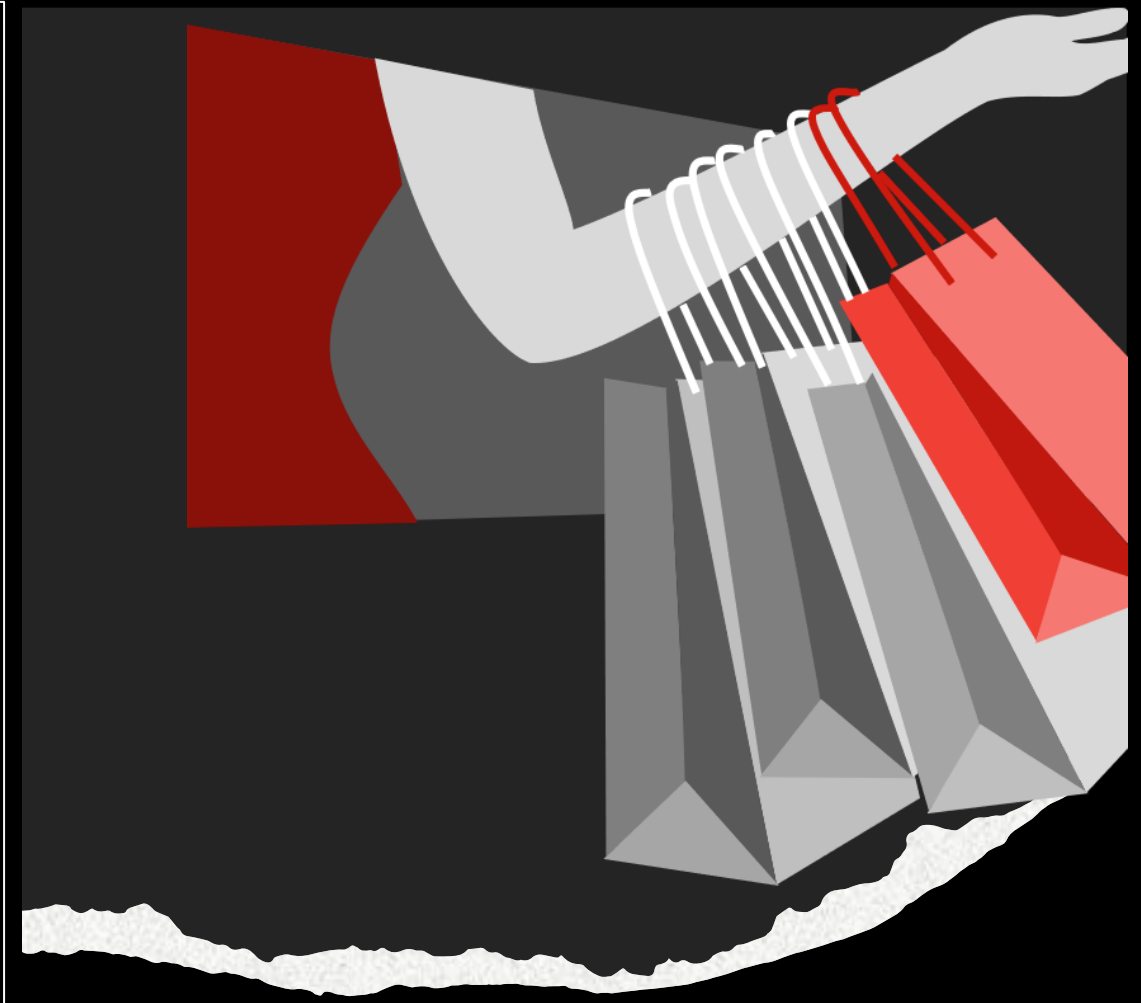
Case Study: Supervised Machine Learning

ABOUT US

GoKart is an international e-commerce enterprise based in Nigeria.

It offers a diverse range of products through its online platform, catering to a widespread international audience. With its innovative approach to online shopping, GoKart provides customers with convenient access to an extensive selection of items.

Operating at the intersection of technology and retail, the company has established itself as a trailblazer in the e-commerce sector. With a commitment to seamless user experiences and efficient deliveries, GoKart continues to make waves in the dynamic world of online shopping from its Nigerian base.



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PROBLEM OVERVIEW

As a Data Scientist, You have been contacted by **GoKart** to help them overcome the challenge of understanding and catering to the diverse needs and preferences of their customers.

The goal of this project is to **perform Exploratory Analysis** and identify if there are important features that determine when a product whether or not gets delivered on time and **build a predictive model** that can determine the arrival time of any product.

We will use supervised learning techniques like **Logistic Regression, Naive Bayes, Decision tree, RandomForest and Xgboost** in building the predictive model, then we will select the best two performing models and compare their performance.

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DATA DICTIONARY

- **ID:** ID Number of Customers.
- **Warehouse block:** The Company have big Warehouse which is divided in to block such as A,B,C,D,E.
- **Mode of shipment:** The Company Ships the products in multiple way such as Ship, Flight and Road.
- **Customer care calls:** The number of calls made from enquiry for enquiry of the shipment.
- **Customer rating:** The company has rated from every customer. 1 is the lowest (Worst), 5 is the highest (Best).
- **Cost of the product:** Cost of the Product in US Dollars.
- **Prior purchases:** The Number of Prior Purchase.
- **Product importance:** The company has categorized the product in the various parameter such as low, medium, high.
- **Gender:** Male and Female.
- **Discount offered:** Discount offered on that specific product.
- **Weight in gms:** It is the weight in grams.
- **Reached on time:** It is the target variable, where 1 Indicates that the product has NOT reached on time and 0 indicates it has reached on time.

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Create a detailed analysis and upload on your Github.

(Tag @10Alytics)