Online Shopping Behavior

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Business Problem

A shopping website receives more clicks than sales, with fewer potential customers. That means they don't attract their target market, and they must adapt their marketing strategies to boost sales.

Algorithms

01

Logistics Regression

02

K-Nearest Neighbors

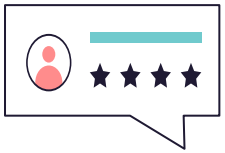
03

Decision Tree

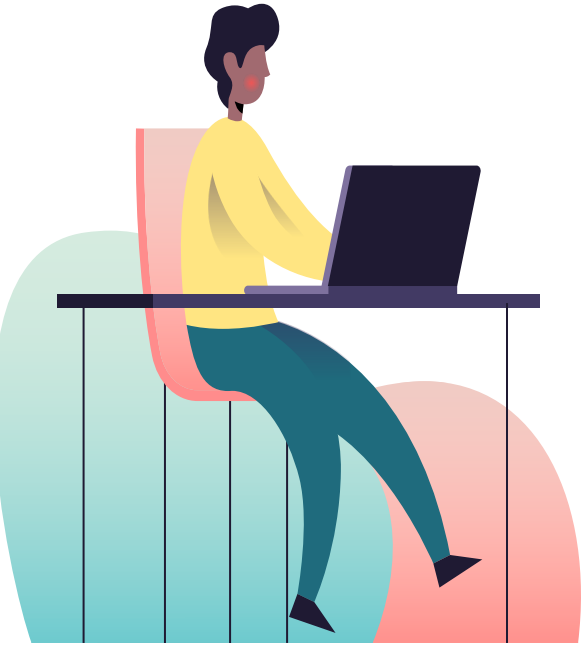
04

Random Forest

Result



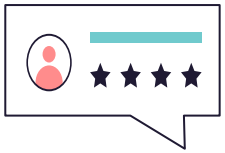
Random Oversampling

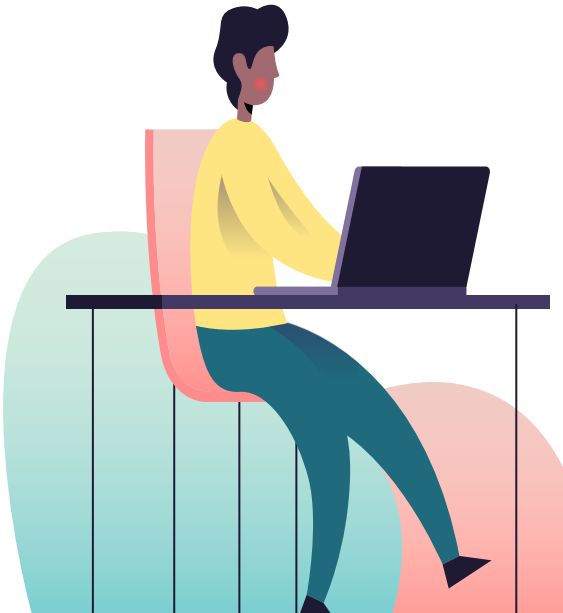


Models	F1	Accuracy
Logistics Regression	62%	84%
K-nearest neighbors	50%	76%
Decision Tree	56%	79%
★ Random Forest	65%	85%
XGBoost	63%	83%

Result

Tunned Models	F1	Accuracy
Logistics Regression	65%	87%
K-nearest neighbors	48%	80%
Decision Tree	59%	84%
Random Forest	67%	87%
XGBoost	64%	89%





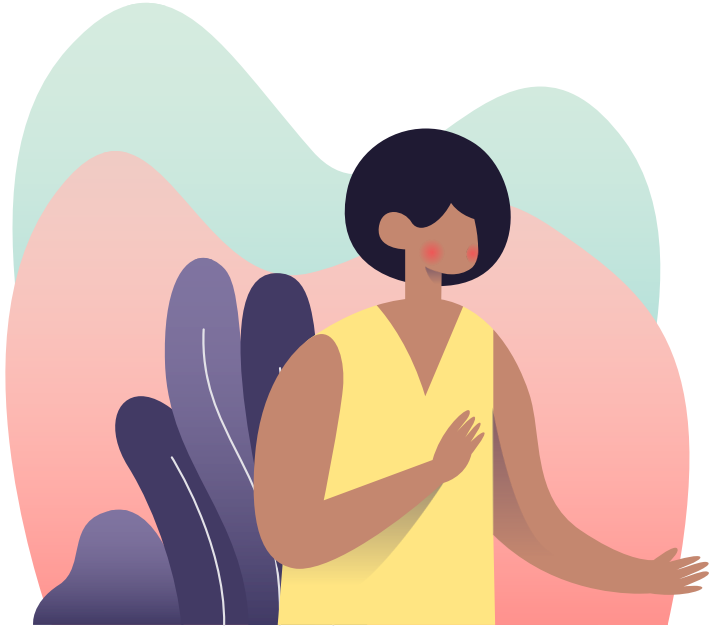
Insight

The business needs to adapt its digital marketing campaigns in order to improve its revenue by executing a strategy across all the channels through which consumers engage with the brand.

Conclusion

The result from all the experiments we did, random forest with Random under sampling technique outperforms and predicted whether customers will purchase or not , with around 87% accuracy.

Thank You for Your Attention ☺



Any questions about online shopping