**Problem Statement**

In recent years, conversational AI tools like ChatGPT have rapidly gained adoption across diverse populations. However, the **usage patterns, user intentions, and the resulting impact** of such tools remain poorly understood, especially in **regional contexts like Tamil Nadu**.

This project aims to **analyze and predict user behavior patterns** in ChatGPT usage among Tamil Nadu residents, using survey data that includes demographic, educational, and behavioral variables.

The key objectives are:

* To identify how demographic and occupational factors influence ChatGPT usage.
* To predict the **main purpose of using ChatGPT** (e.g., learning, work, content creation, coding, etc.).
* To explore relationships between **education, spending, helpfulness, and actions taken** based on ChatGPT’s suggestions.

Ultimately, this project seeks to offer insights that can guide **AI policy, digital education strategies, and product adoption research** for large organizations and policymakers.

1. What we Predict: Main Purpose of using ChatGPT in Tamil Nadu
2. Machine Learning Model
3. **Learning Type: Supervised Learning -** We have labeled data, already know the "Main Purpose" for each user in training data
4. Problem Type: Classification - Output type is Categorical (Text labels).
5. Models Used: Logistic Regression, Decision Tree, Random Forest, KNN, SVM
6. Evaluation Metrics: Accuracy, Precision, Recall, F1 Score

This project uses **Supervised Machine Learning** techniques for **Multiclass Classification**, aiming to predict the **main purpose of ChatGPT usage** among Tamil Nadu users based on demographic and behavioral features.