



Customer Behaviour Analysis

Idea:

In this project, we will explore stock price prediction using computational finance techniques and machine learning models. This hands-on approach will allow you to apply theoretical concepts to real-world financial data, enhancing your practical skills.

Why?:

Businesses need to analyse customer behaviour in order to improve their strategic decision-making procedures. It may enhance consumer retention, personalise marketing campaigns, and manage inventory more effectively by comprehending purchase patterns, preferences, and habits. This study helps in the identification of high-value clients, forecasts sales, and customises promotions to satisfy client demands. It also helps with waste reduction, better stock management, and trend detection. All things considered, consumer behaviour analysis ensures a competitive edge in the market by boosting sales, customer satisfaction, and operational efficiency.

Tech-stack:

Python , NumPy, Pandas, Seaborn, Predictive Model , Random Forest , Scikit-learn , Matplotlib , ROC Curve .

Similar Idea:

- Price Optimization : to help set an optimal price to the product which can lead to increase in sales and maximise profit.
- Digital Campaign Analysis : to help the business find out which digital marketing medium is most beneficial to them.
- Product Recommendation : to help a business recommend products to their users which they are more likely to purchase or will find more appealing which could increase customer base and sales.