

Computational Finance

Project:

Project Idea:

The project idea is to analyse customer behaviour which can further help us in prediction and making correct business decisions.

Tech Stack:

Pandas,numpy,matplotlib,seaborn,decision trees,sklearn

Why are we doing this project:

With detailed behavioural data, you can tailor marketing campaigns to individual preferences, increasing the likelihood of engagement and conversions. Understanding behaviour also helps in identifying pain points or areas where the customer experience can be enhanced, leading to higher satisfaction and retention.

Other Similar Project Ideas:

* **Customer Segmentation**: Use clustering algorithms to segment customers into distinct groups based on their behaviour, demographics, or other relevant criteria. This aids in targeted marketing and personalized experiences.
* **Customer Feedback Analysis**: Automate the analysis of customer feedback from various channels (emails, social media, surveys) to extract actionable insights and improve products or services.