**Accusaga Data science Assignment**

**Notes to submit an assignment:**

1. Use only **python** as programming language, assignments submitted in other languages **won’t be consider as valid.**
2. Upload your **jupyter notebook** file to **github** and share **github URL**.
3. Prepared a word document and explain **step by step process, Methodology and Inferences**.
4. Explanation about inferences from given dataset is important.
5. Send **jupyter notebook file** and **word document** on given mail id.

**Todo:**

1. Use the given dataset ‘DS\_dataset.csv’
2. Understand the dataset.
3. Perform EDA.
4. Build predictive model to predict the customer is buyer for product ‘ABC’ or not.

* Explain the model performance using different performance metrics?
* Explain the confusion matrix of model?
* Assign probability of purchase to each record.
* Identify which variables are influencing on the purchase of product ‘ABC’?
* Explain trained model using **SHAP** values?
* Identify the group of customer to whom we can reach out to increase sales of product ‘ABC’?