



E-commerce Platform  
Seller prediction model

# Objectives

## ❑ **Strategize Digital marketing planning for gaining Customers , attracts new Customers and Increase sales leads**

- ◆ Increase sales and user experience
- ◆ Analyze customer behaviour.
- ◆ Predict the customers that will repeat order or satisfied with our products.
- ◆ Assume that Customer may be confident on our platform.

# How?



**Using E-commerce  
& Platform Seller  
classification model.**

# How to recognize if the customer repeat order



Now you know who intends to go and who will stay and buy again, and you can increase sales by offering deals to suit all.

# How does the Classification system work?

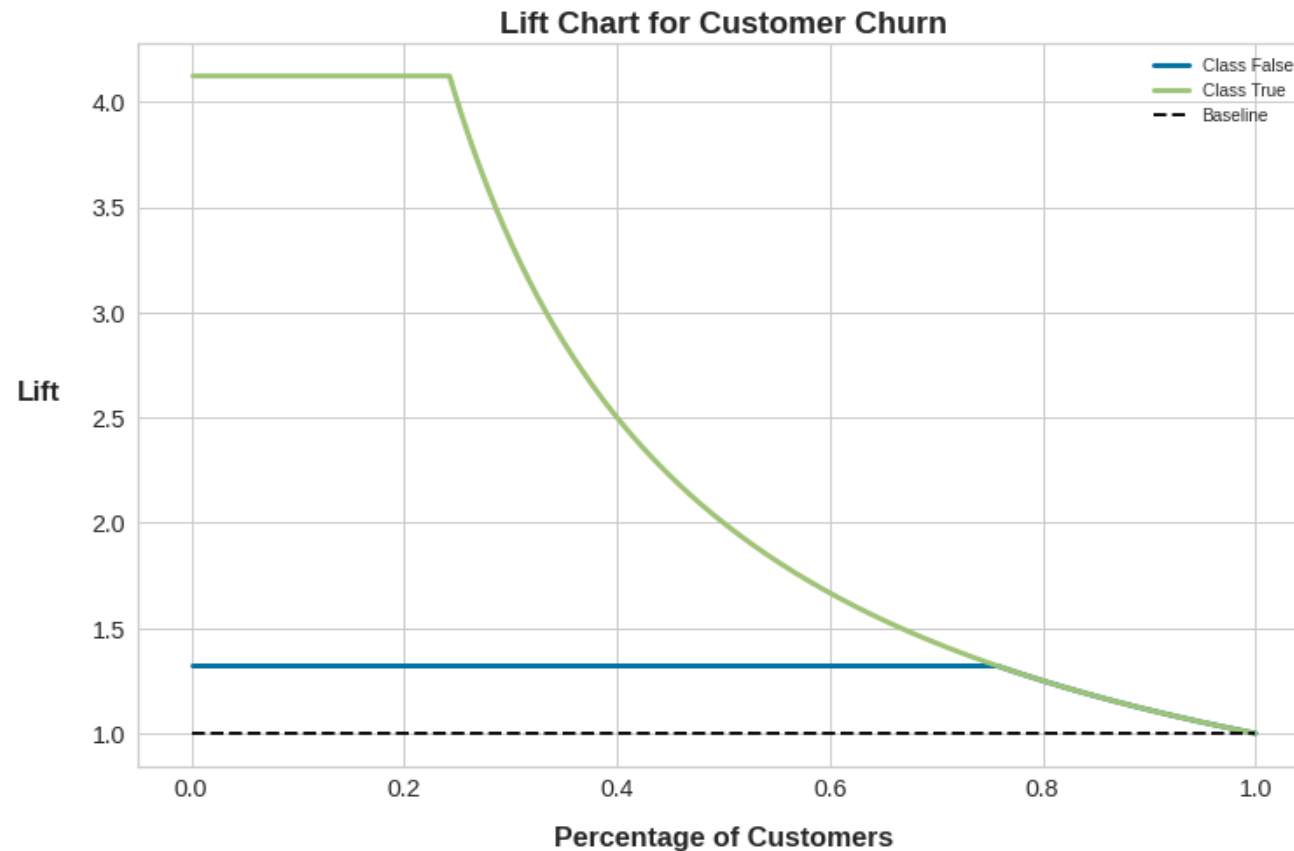
◊ Web & Mobile App:

Steps:

1. You can enter the following info manually and press submit
2. Check the system answer which will be displayed via Google Form.
3. Provide every customer feedback to do survey on our platform satisfaction.



# E commerce platform classification model Performance



The model prediction is 4 percentage better than the random guess.

# Benefits of the system

- ◊ User friendly
- ◊ limited data to input
- ◊ High predication & accuracy

# Conclusion

- ◆ Using the e-commerce platform classification System will help your organization to increase the profit and increase customer satisfaction.
- ◆ The system can automatically start a prediction workflow after a customer makes a repeat order and notify the relevant business user with the result
- ◆ The system can be developed to support batches / Detail list of customer.