MACHINE LEARNING

(Predicting Amount of Purchase)

Summer Internship Report Submitted in partial fulfillment

of the requirement for undergraduate degree of

Bachelor of Technology

In

Electronics and Communication Engineering

By

StudentName

StudentRollNumber

Under the Guidance of

Mr. M. Venkateswarlu

Assistant Professor

Department Of Electronics and Communication Engineering
GITAM School of Technology
GITAM (Deemed to be University)
Hyderabad-502329

June 2019

DECLARATION

I submit this industrial training work entitled **"PREDICTING AMOUNT OF PURCHASE**" to GITAM (Deemed To Be University), Hyderabad in partial fulfillment of the requirements for the award of the degree of "**Bachelor of Technology**" in "**Electronics and Communication Engineering**". I declare that it was carried out independently by me under the guidance of **Mr. M. Venkateswarlu**, Asst. Professor, GITAM (Deemed To Be University), Hyderabad, India.

The results embodied in this report have not been submitted to any other University or Institute for the award of any degree or diploma.

Place: HYDERABAD StudentName

Date: StudentRollNo

GITAM (DEEMED TO BE UNIVERSITY)

Hyderabad-502329, India

Dated:

CERTIFICATE

This is to certify that the Industrial Training Report entitled **"PREDICTING AMOUNT OF PURCHASE"** is being submitted by StudentName (StudentRollNumber) in partial fulfillment of the requirement for the award of **Bachelor of Technology in Electronics & Communication Engineering** at GITAM (Deemed To Be University), Hyderabad during the academic year 2018-19

It is faithful record work carried out by her at the **Electronics & Communication Engineering Department**, GITAM University Hyderabad Campus under my guidance and supervision.

Mr. M. Venkateswarlu
Assistant Professor
Department of ECE

Dr.K.Manjunathachari
Professor and HOD
Department of ECE

PROMIZE
IT SERVICES

Promize IT Services
Flat No. 303, Paradise Valley, Road NO.3,
Madhavapuri Hills, Chanda Nagar,
Ameenpur village,
Hyderabad, Telangana, India - 502032

Date: 16th June 2019

CERTIFICATE

This is to certify that the Internship titled **"Predicting amount of Purchase using Multiple Linear Regression"** is the bona fide work carried out by [redacted] student of the **GITAM University, Hyderabad,** in partial fulfillment for the award of **Bachelor of Technology** in Electronics and Communication Engineering during the period 29th April 2019 – 15th June 2019 at **PROMIZE IT SERVICES PRIVATE LIMITED – HYDERABAD.** During this period his conduct was found to be very good and he has shown good technical skills.

(Dinesh Kumar Jooshetti)
Project Head
Promize IT Services Pvt Ltd.

PROMIZE IT SERVICES PRIVATE LIMITED ★ HYDERABAD

(Suresh Shankar)
Director of Operations
Promize IT Services Pvt Ltd.

ACKNOWLEDGEMENT

Apart from my effort, the success of this internship largely depends on the encouragement and guidance of many others. I take this opportunity to express my gratitude to the people who have helped me in the successful competition of this internship.

I would like to thank respected **Dr. N. Siva Prasad,** Pro Vice Chancellor, GITAM Hyderabad and **Dr. CH. Sanjay,** Principal, GITAM Hyderabad

I would like to thank respected **Dr. K. Manjunathachari,** Head of the Department of Electronics and Communication Engineering for giving me such a wonderful opportunity to expand my knowledge for my own branch and giving me guidelines to present a internship report. It helped me a lot to realize of what we study for.

I would like to thank the respected faculties **Mr. M. Venkateswarlu** who helped me to make this internship a successful accomplishment.

I would also like to thank my friends who helped me to make my work more organized and well-stacked till the end.

StudentName
StudentRollNo

ABSTRACT

Machine learning algorithms are used to predict the values from the data set by splitting the data set in to train and test and building Machine learning algorithms models of higher accuracy to predict the values is the primary task to be performed on Cereals data set My perception of understanding the given data set has been in the view of undertaking a client's requirement of overcoming the stagnant point of sales of the products being manufactured by client.

To get a better understanding and work on a strategical approach for solution of the client, I have adapted the view point of looking at ratings of the products and for further deep understanding of the problem, I have taken the stance of a consumer and reasoned out the various factors of choice of the products and they purchase , and my primary objective of this case study was to look up the factors which were dampening the sale of products and corelate them to ratings of products and draft out an outcome report to client regarding the various accepts of a product manufacturing , marketing and sale point determination

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