# 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



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# 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.

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**C ERTIFICATE**

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.

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## 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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