Online Shopping Intention Analysis

Project Motivation:
Nowadays people prefer to buy online rather than buy on the spot. Online transactions make people's lives easier. e-commerce has brought huge benefits to suppliers and consumers. e-commerce has profoundly changed the way people conduct their business. The aim of this project is to help the companies to know customer buying behavior and target them in order to increase company sales and revenue.

Question/need:
- how and when shoppers will research and purchase goods online ?

Data Description:

Dataset source:

Data provided by Kaggle has been used in this project.

Description of the Dataset:

The data set is a set of 18 feature, has 12330 entries.

There are several columns that we leave out:

'Region': We leave regionality out because the regionality may be slightly tied to purchase likelihood, but we want to train our model on a smaller set of features if possible.

'TrafficType': We leave this column out because Traffic sources are not quite useful for calssifying if a user will make a purchase. It usually aids website owners in gauging traffic sources and can assist with determining where they should invest in advertisement.

'Weekend':There is weak correlation between days of the week and online shopping.

Tools:

pandas, numpy, seaborn.

MVP Goal:

- Removing unnecessary columns and Handling missing data
- Basic Data Exploration such as:
- Info of the dataset.
- Head of the dataset
- Describe of the dataset.

- Using machine learning algorithm or deep learning algorithm to classified data
- Seaborn for visualizing data