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:

predict customer online shopping intention

Data Description:

 Dataset source:

https://www.kaggle.com/henrysue/classifying-online-shopper-intention

Description of the Dataset:

VisitorType: A string representing whether a visitor is New Visitor, Returning Visitor, or Other.

Revenue: A boolean representing whether or not the user completed the purchase.

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