

Maharashtra State Inter–University Research Convention

CUSTOMER SEGMENTATION AND PREDICTION ANALYSIS

Objective	Introduction	Methodology
<p>The objective of this research is to leverage machine learning and data science to enhance customer segmentation and predictive analysis in e-commerce. By refining categorization accuracy, the study aims to provide e-commerce businesses with actionable insights, enabling the development of personalized strategies for improved customer engagement and sustained business growth.</p>	<p>In the dynamic landscape of e-commerce, customer segmentation and predictive analysis are pivotal for success. This research explores advanced machine learning and data science techniques to refine customer categorization and forecast behavior. By enhancing accuracy, the study aims to empower e-commerce businesses with actionable insights, fostering personalized strategies for optimized customer engagement and sustained growth.</p>	<p>The methodology begins with sellers uploading e-commerce data, followed by processing through diverse machine learning algorithms. These algorithms extract insights, subsequently integrated into reports. The final step involves incorporating these insights into strategies, optimize resource allocation for enhanced customer satisfaction.</p>
<h3>Proposed Model</h3> <p>Our model streamlines e-commerce operations by facilitating data upload, applying machine learning algorithms, and integrating insights into actionable reports. This enables sellers to optimize marketing strategies and resource allocation for heightened customer satisfaction.</p>		