



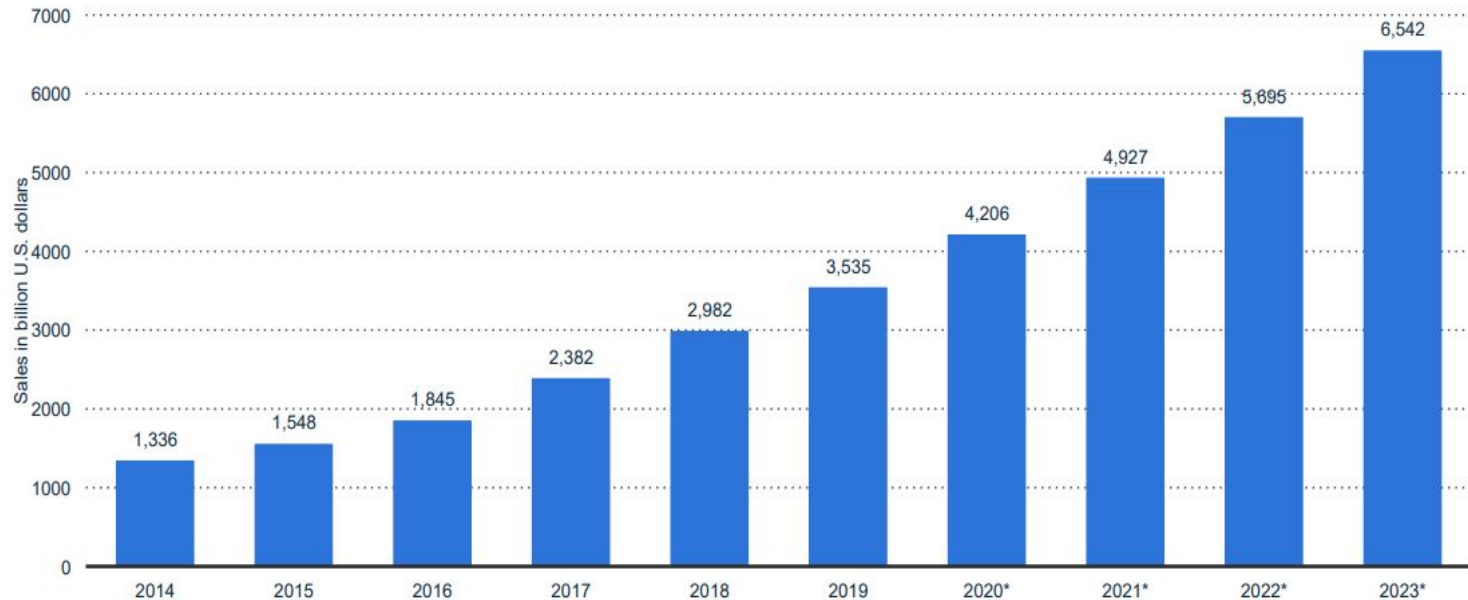
Winning the e-commerce Sale

10/20/2020

e-commerce at a Glance

Retail e-commerce sales worldwide from 2014 to 2023 (in billion U.S. dollars)

Global retail e-commerce sales 2014-2023



The Problem



E-commerce in 2020 is predicting to reach \$800Billion



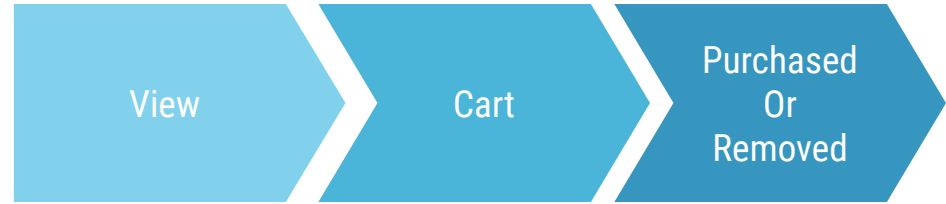
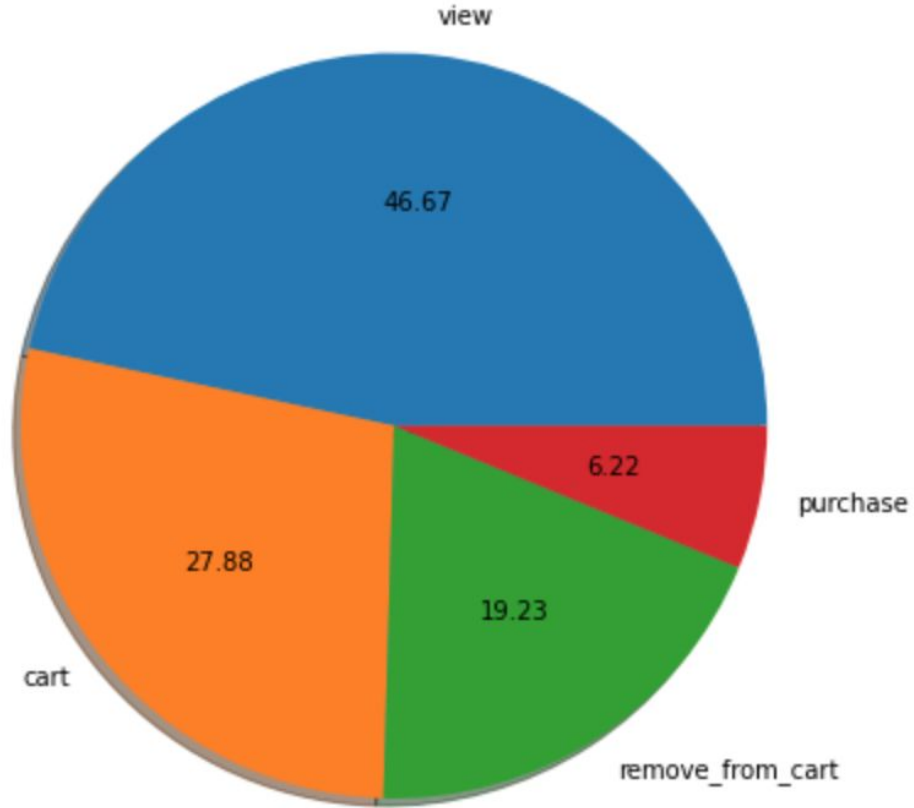
$\frac{3}{4}$ of items added to cart were not bought.



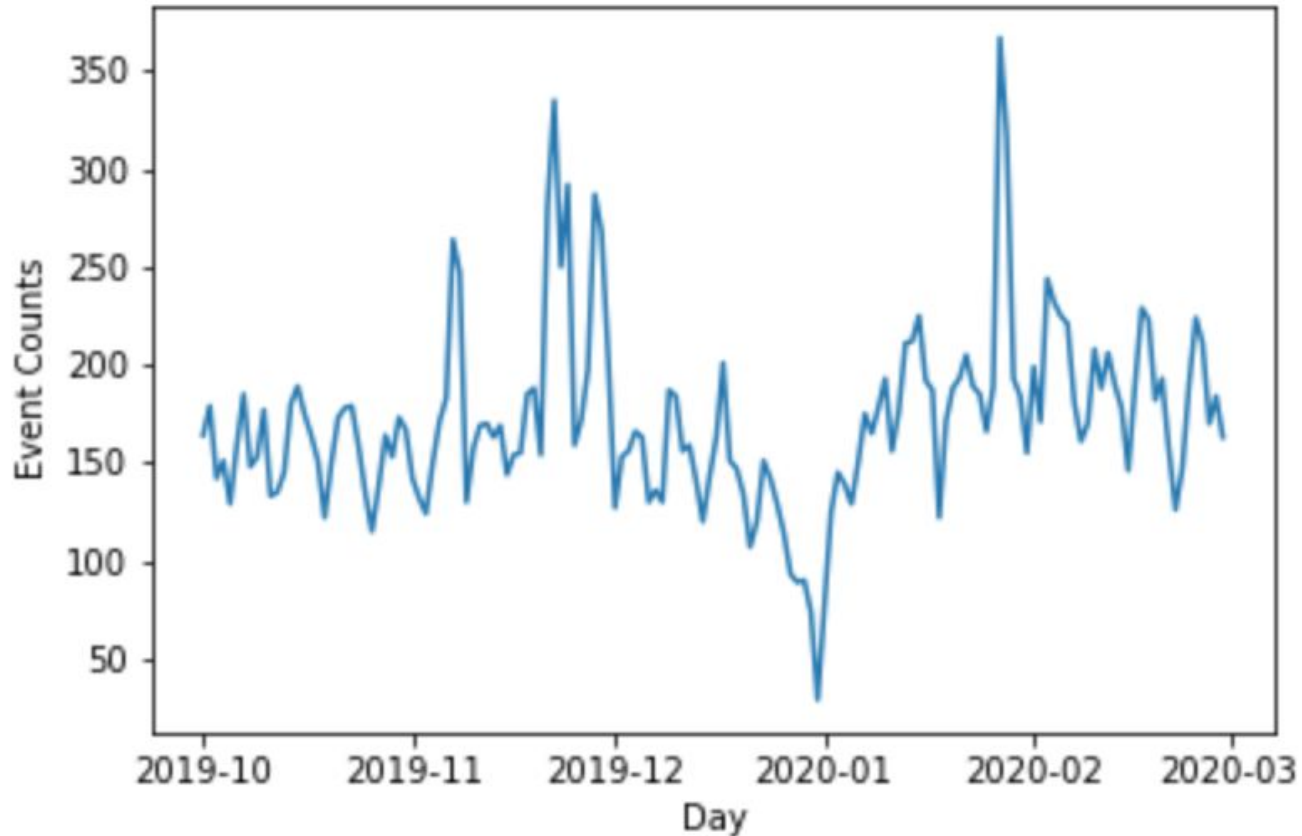
Huge opportunity for sales!!

The Data

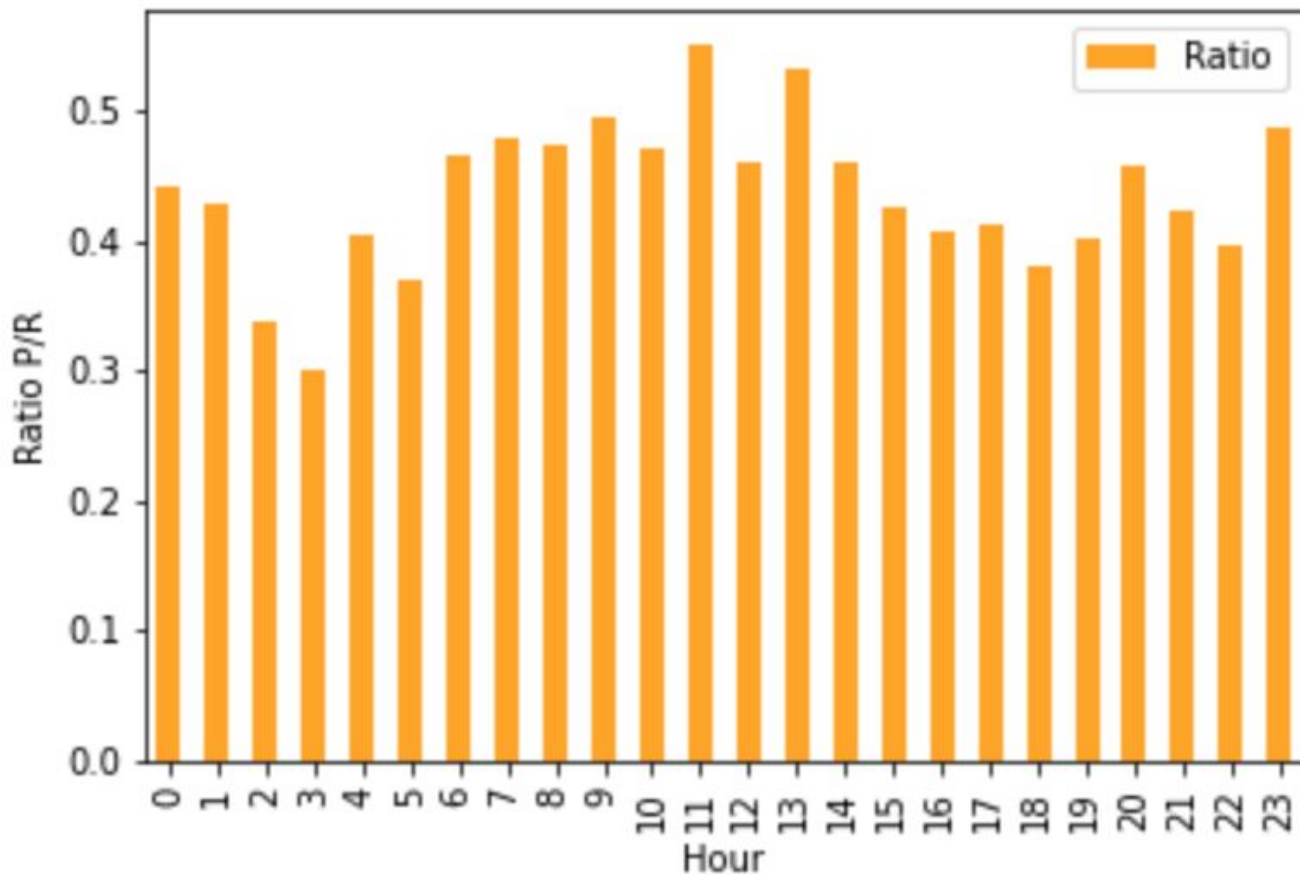
Data Breakdown



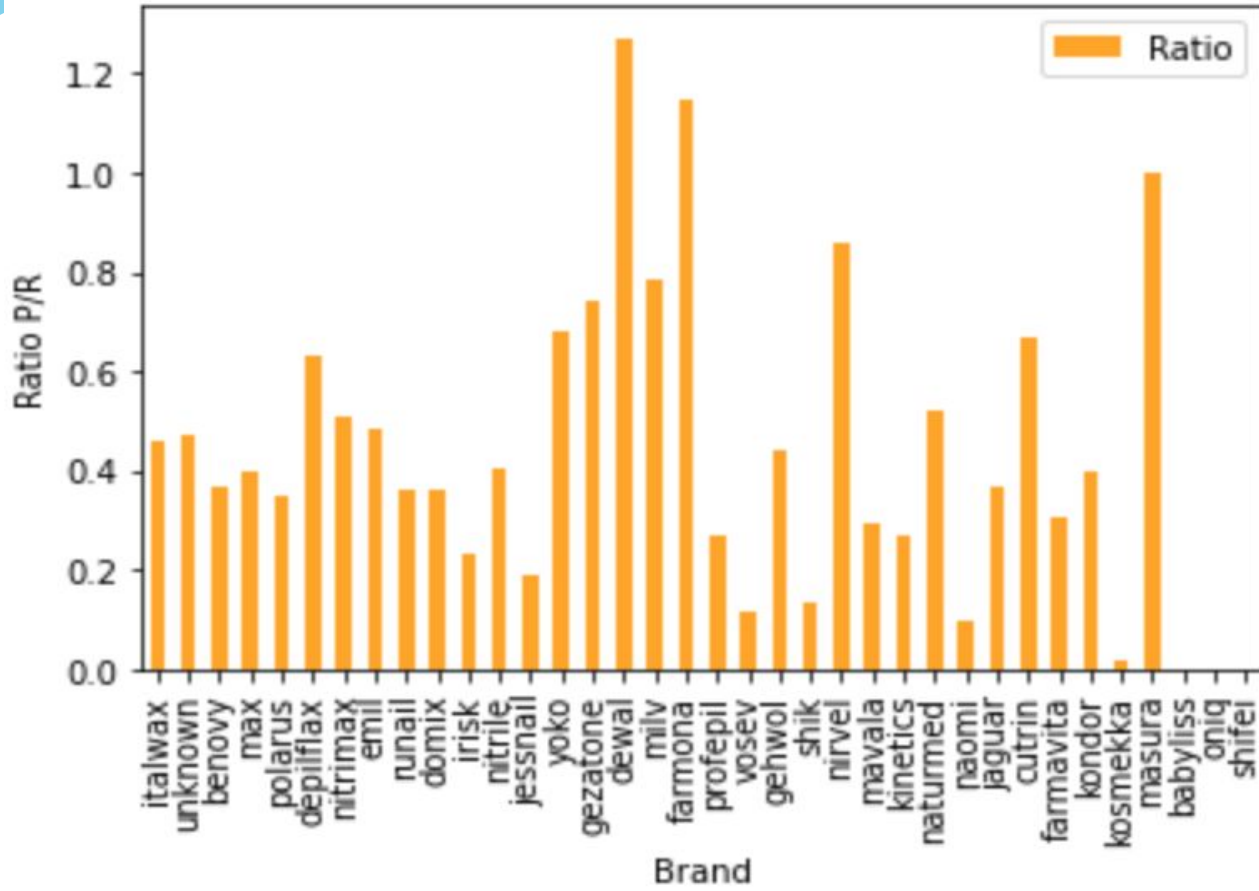
Trends Over the Months



Hourly Trends



Purchasing Behavior



The Good, The Bad, and The Ugly

The Good



The Bad



Smart solution

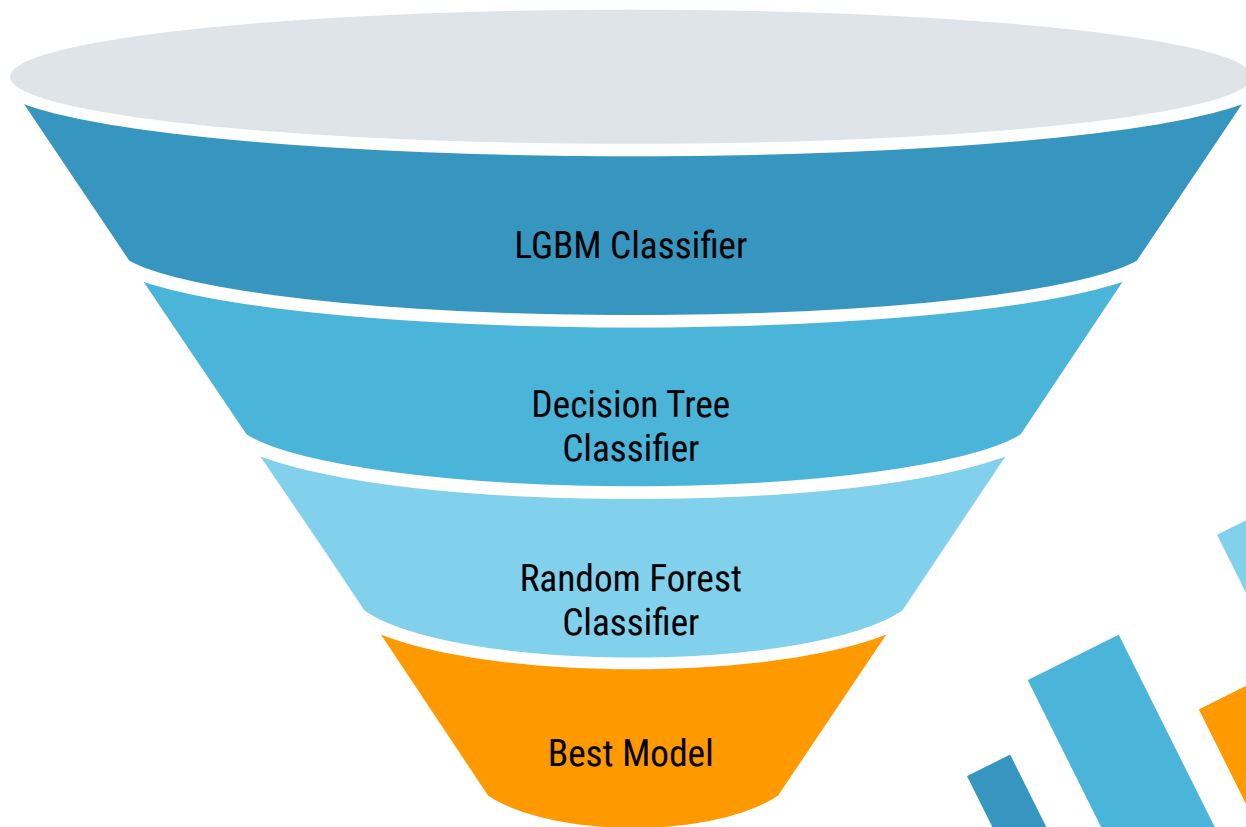


The Ugly



The Model

Modeling



Hyperparameters:

criterion: gini

max_depth: 115

max_features: 100

n_estimators: 400

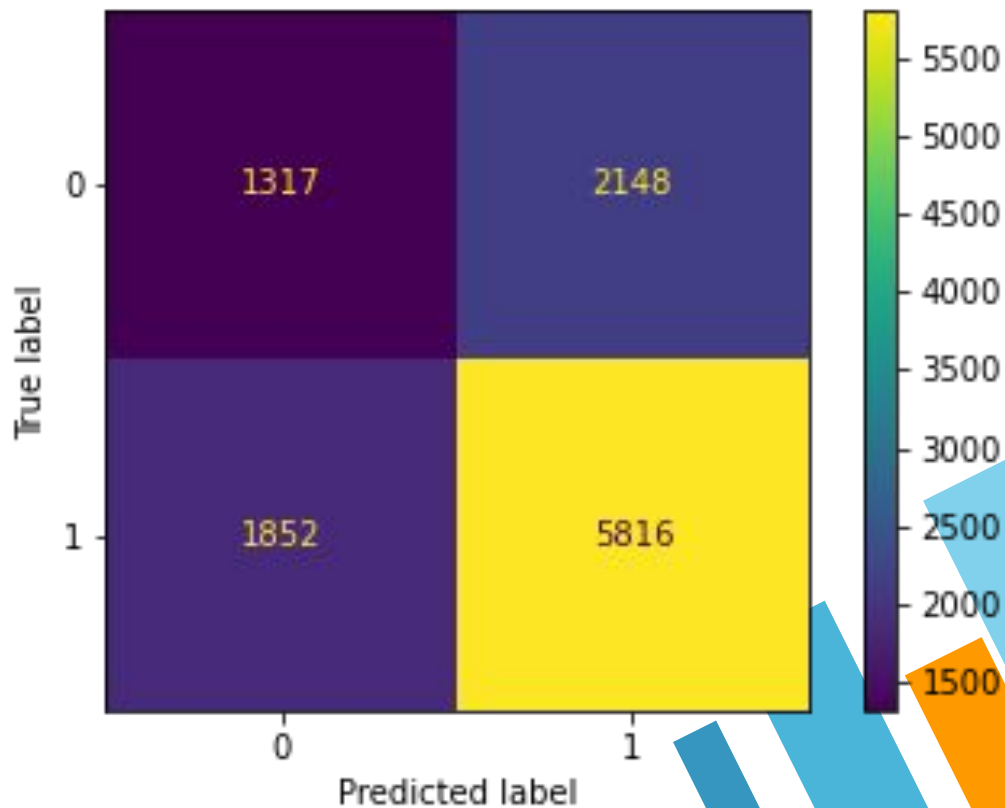
bootstrap: True

The Solution

Recall:

Test: 76%

Train: 87%





More Features

Greater Accuracy

Next Steps

More Power

Improved Tuning

More Insights

Different Industries





Thank You

William Melville

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GH: <https://github.com/Johnny-Foreigner>

