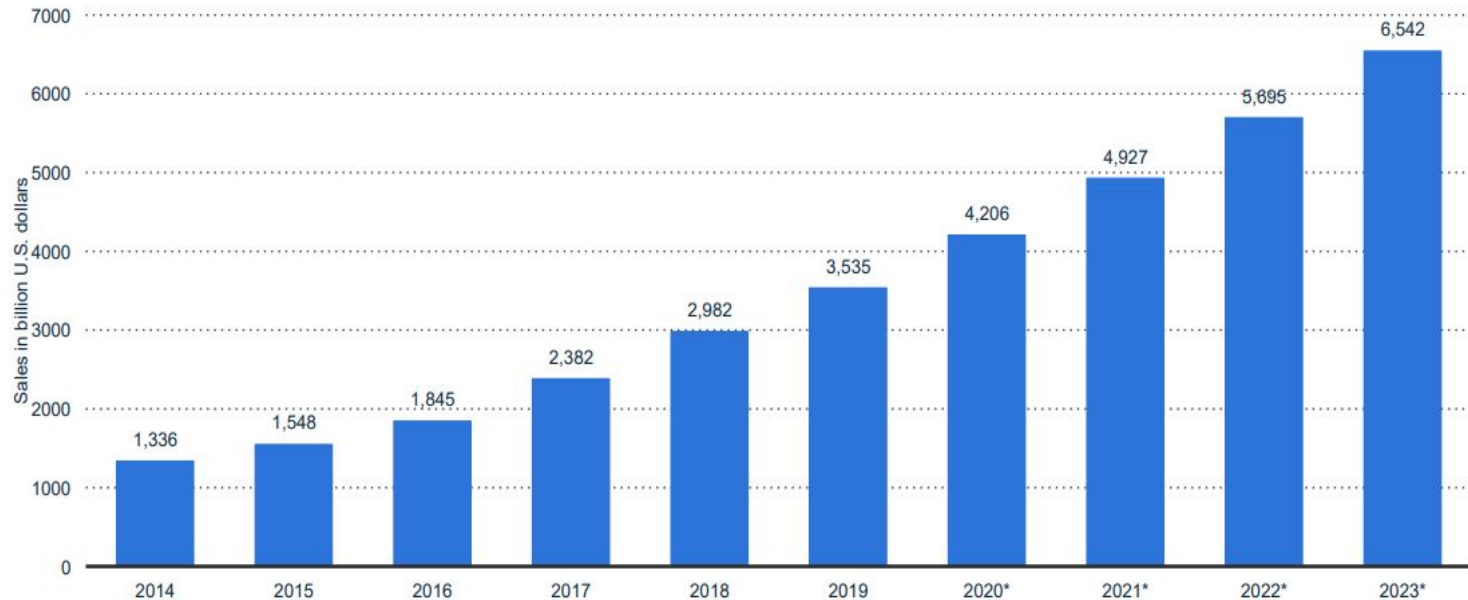# Winning the e-commerce Sale

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

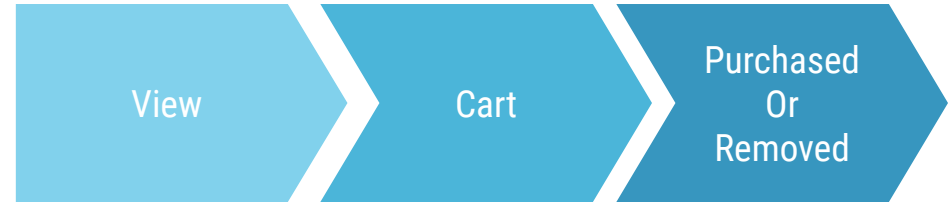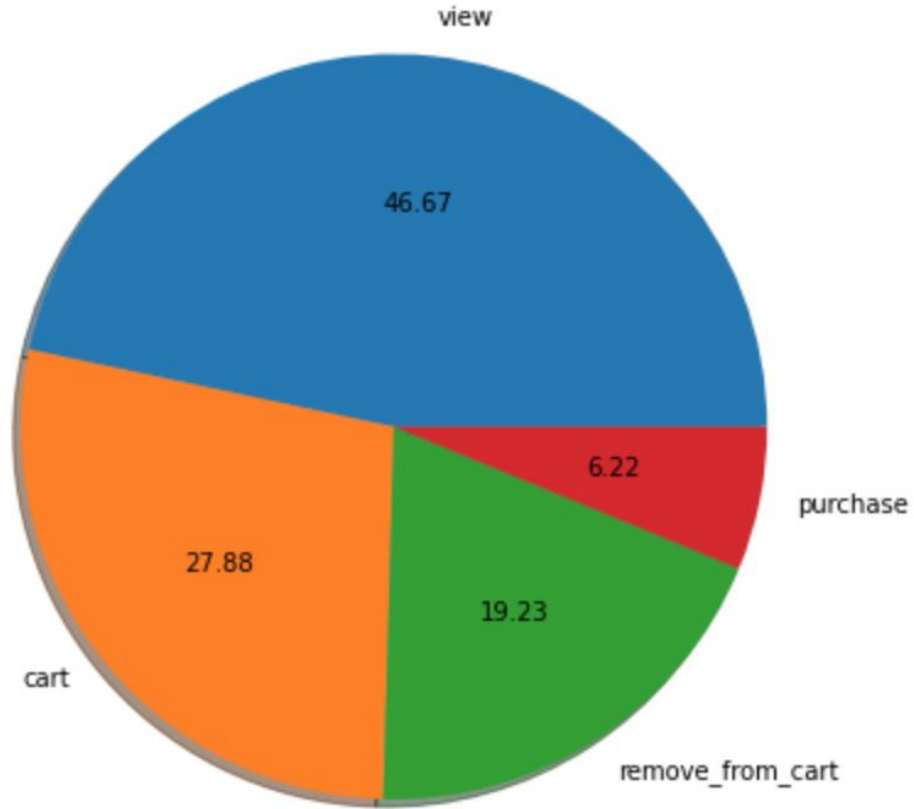- E-commerce in 2020 is predicting to reach $800Billion
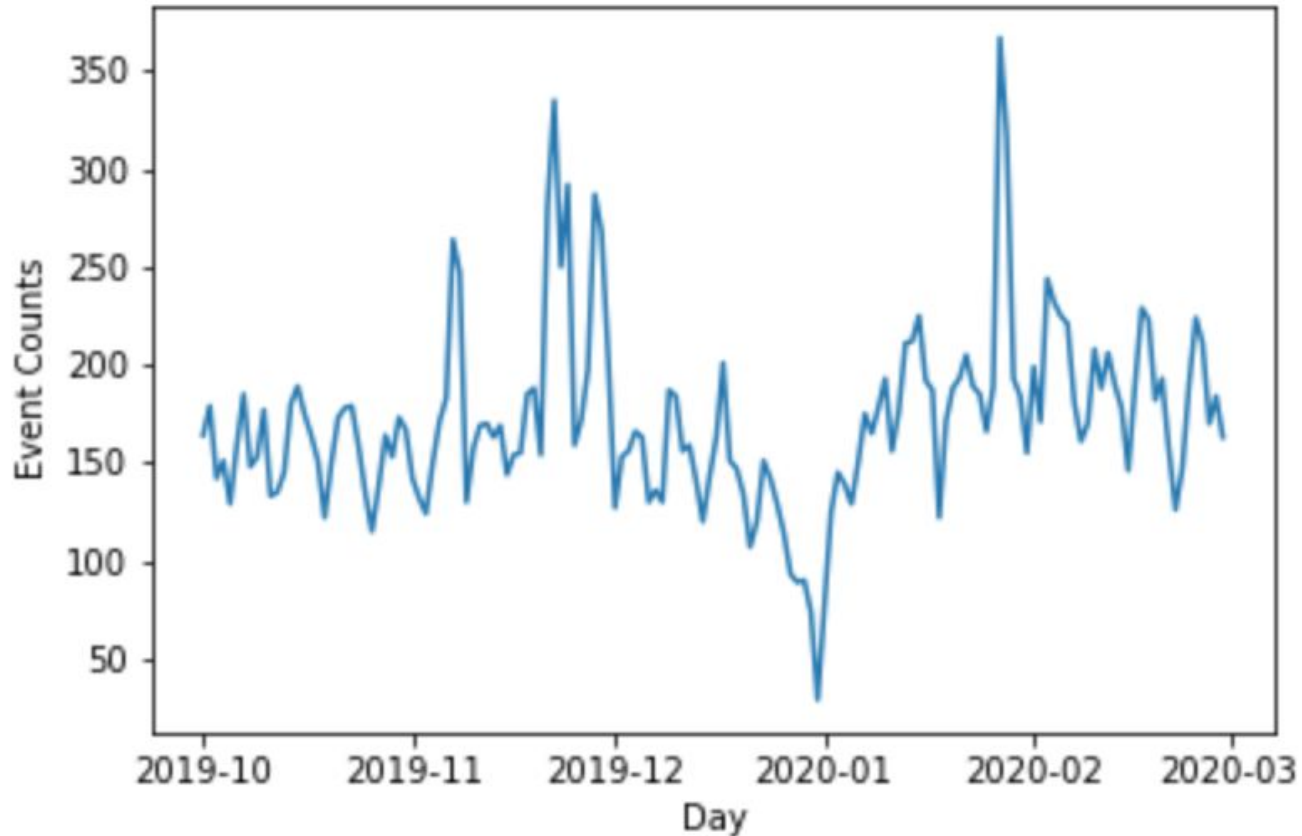
- ¾ of items added to cart were not bought.
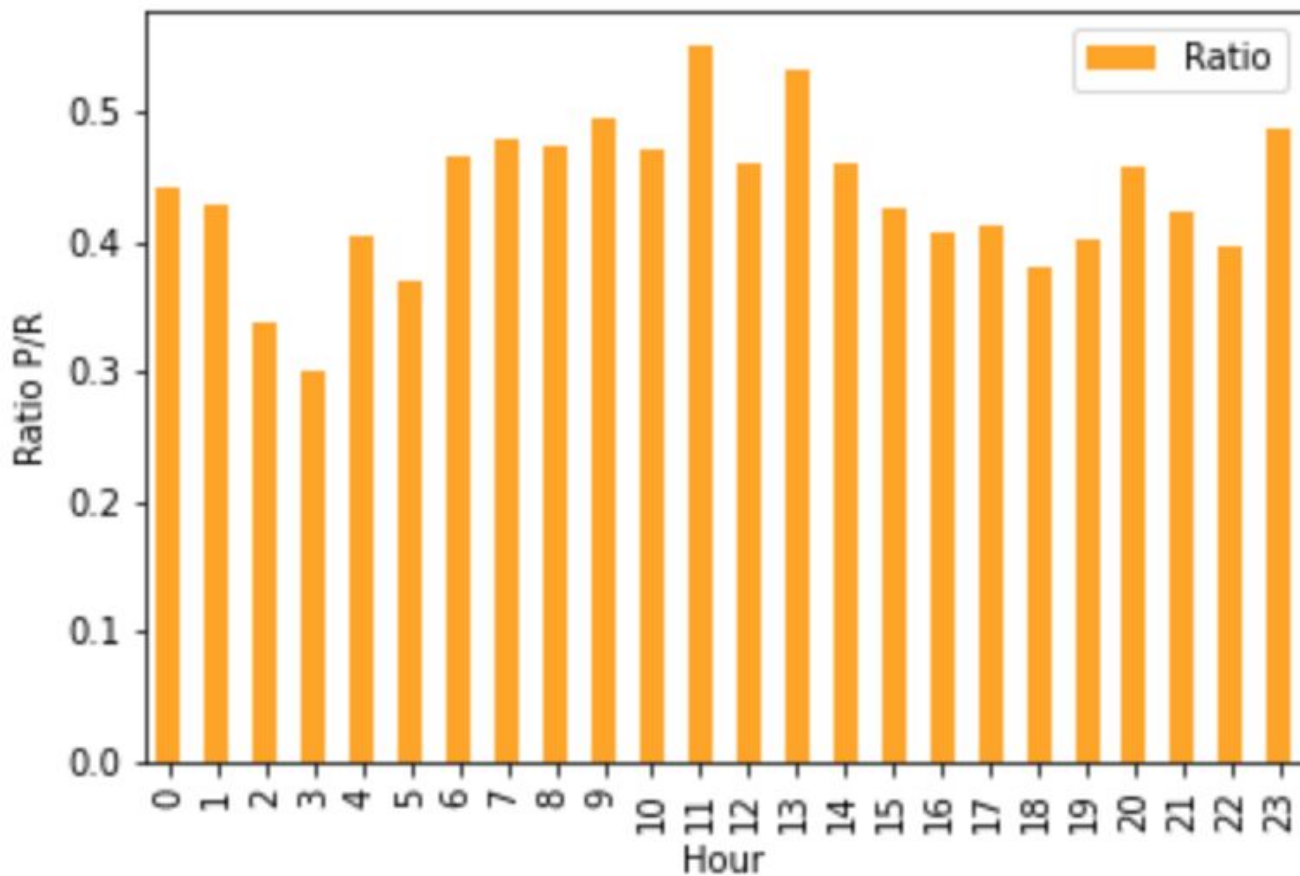
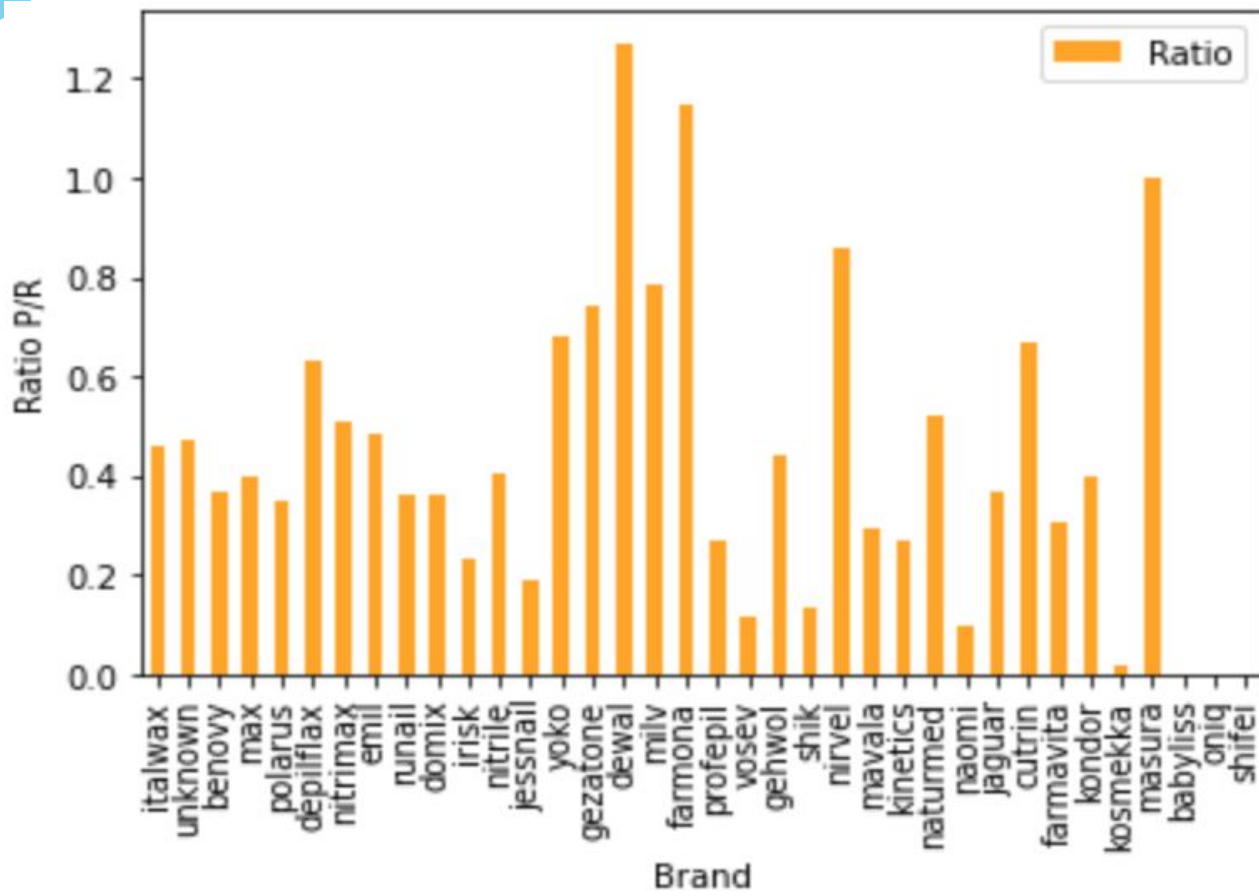- Huge opportunity for sales!!

The Data

Data Breakdown

Trends Over the Months

Hourly Trends

Purchasing Behavior

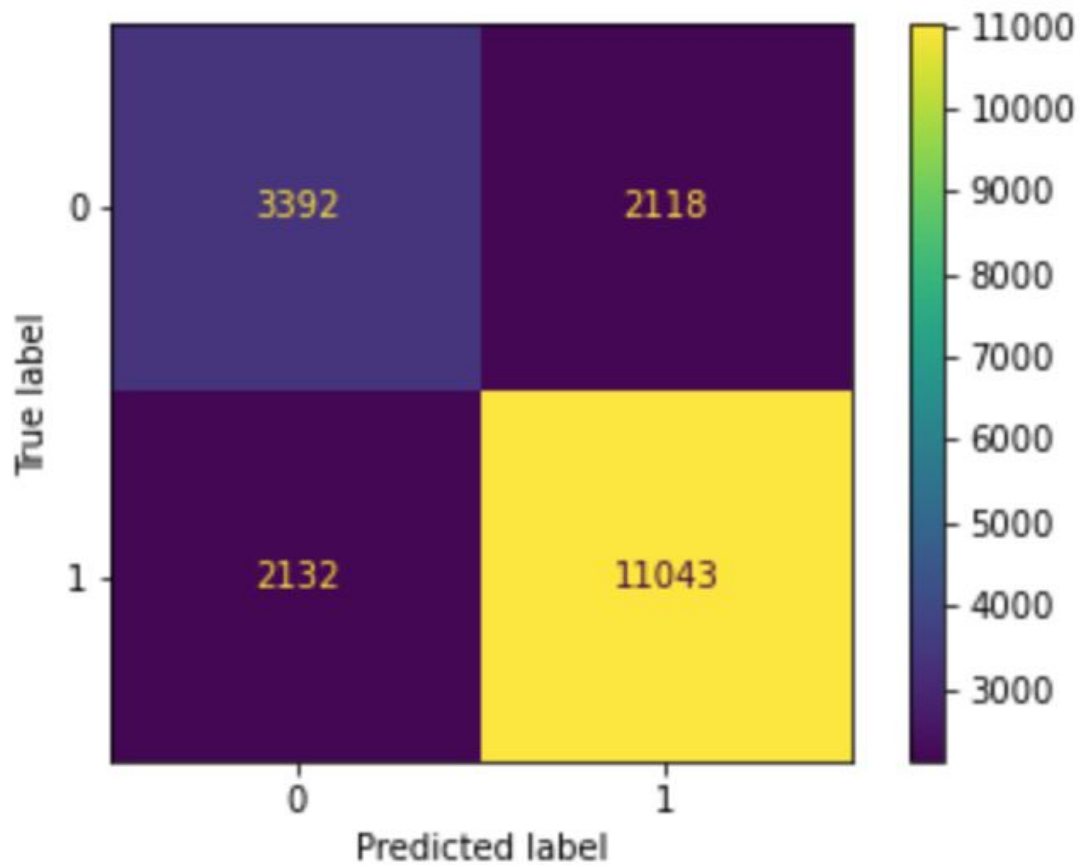# The Good, The Bad, and The Ugly

The Good

The Bad

The Ugly

The Model

The Solution

Recall:

Test: 84%

Train: 90%

Thank You

William Melville

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