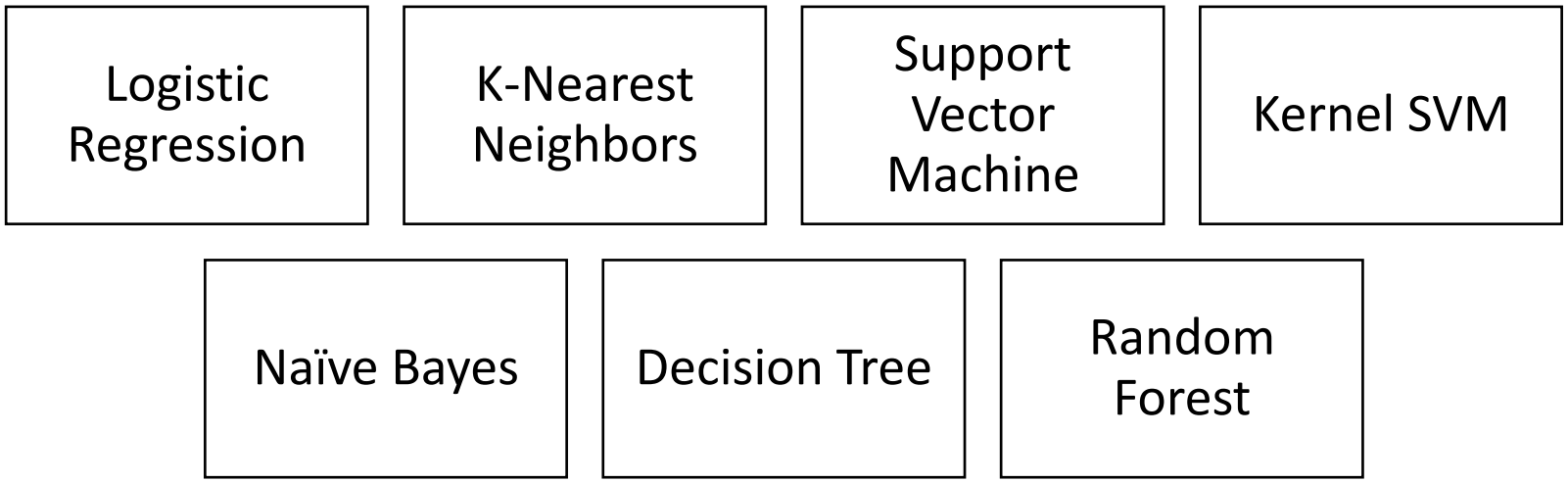
CLASSIFICATION



Project Brief

- The objective is to build a classification model that predicts whether a customer is likely to purchase the product based on the Technical Suitability and Cost benefit incurred. This model will help the company optimize their client targeting strategy and improve their return on investment (ROI).
- This will help the marketing team to focus better and present company in a suitable manner for conversion of deals into success

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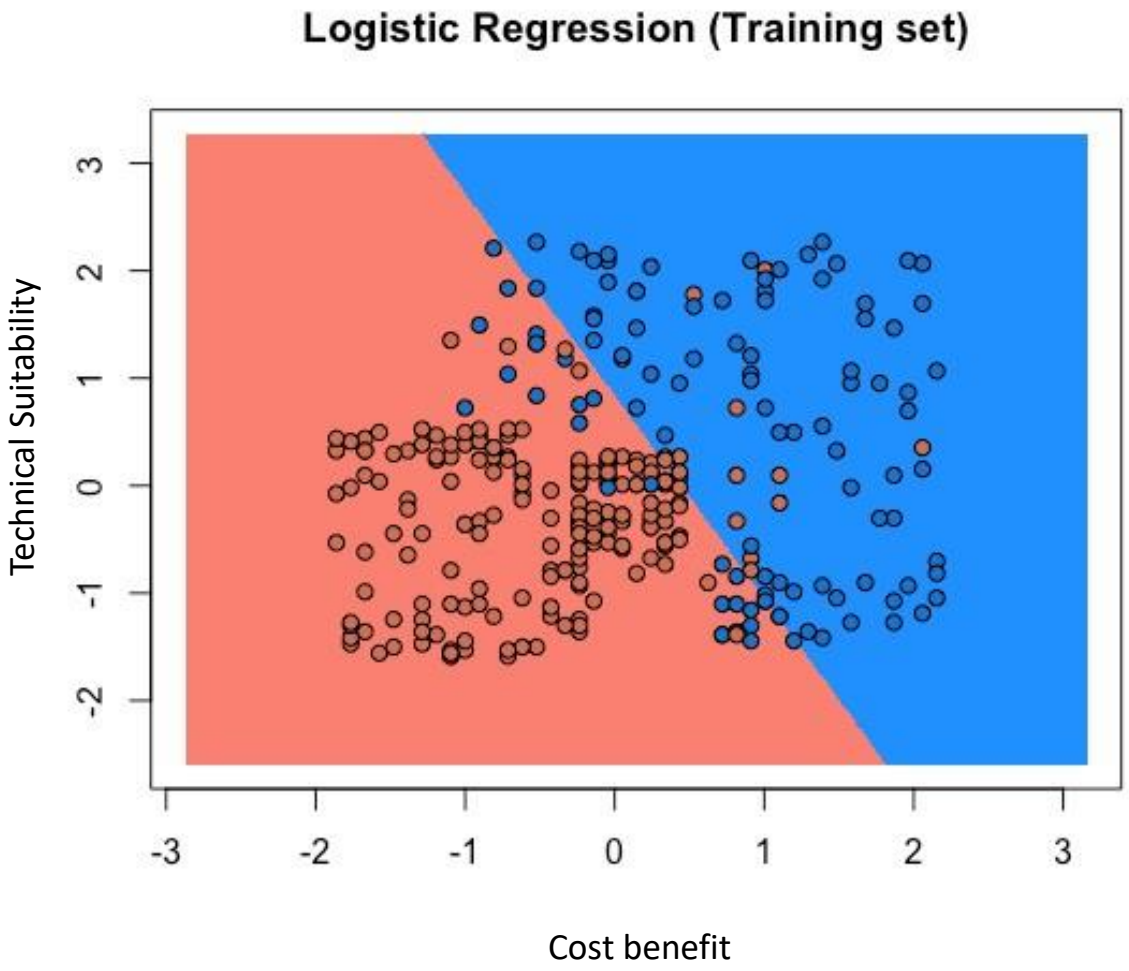
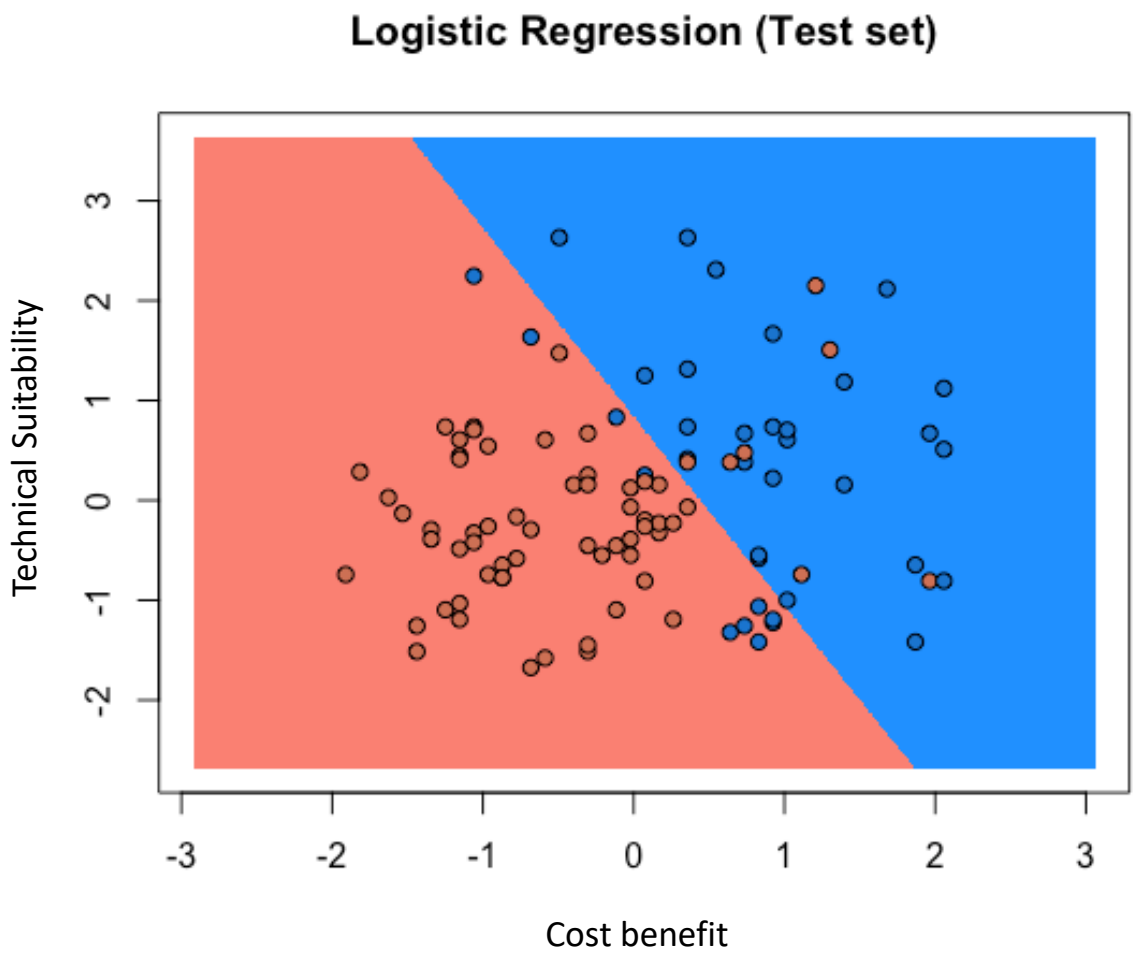
Business Objective:

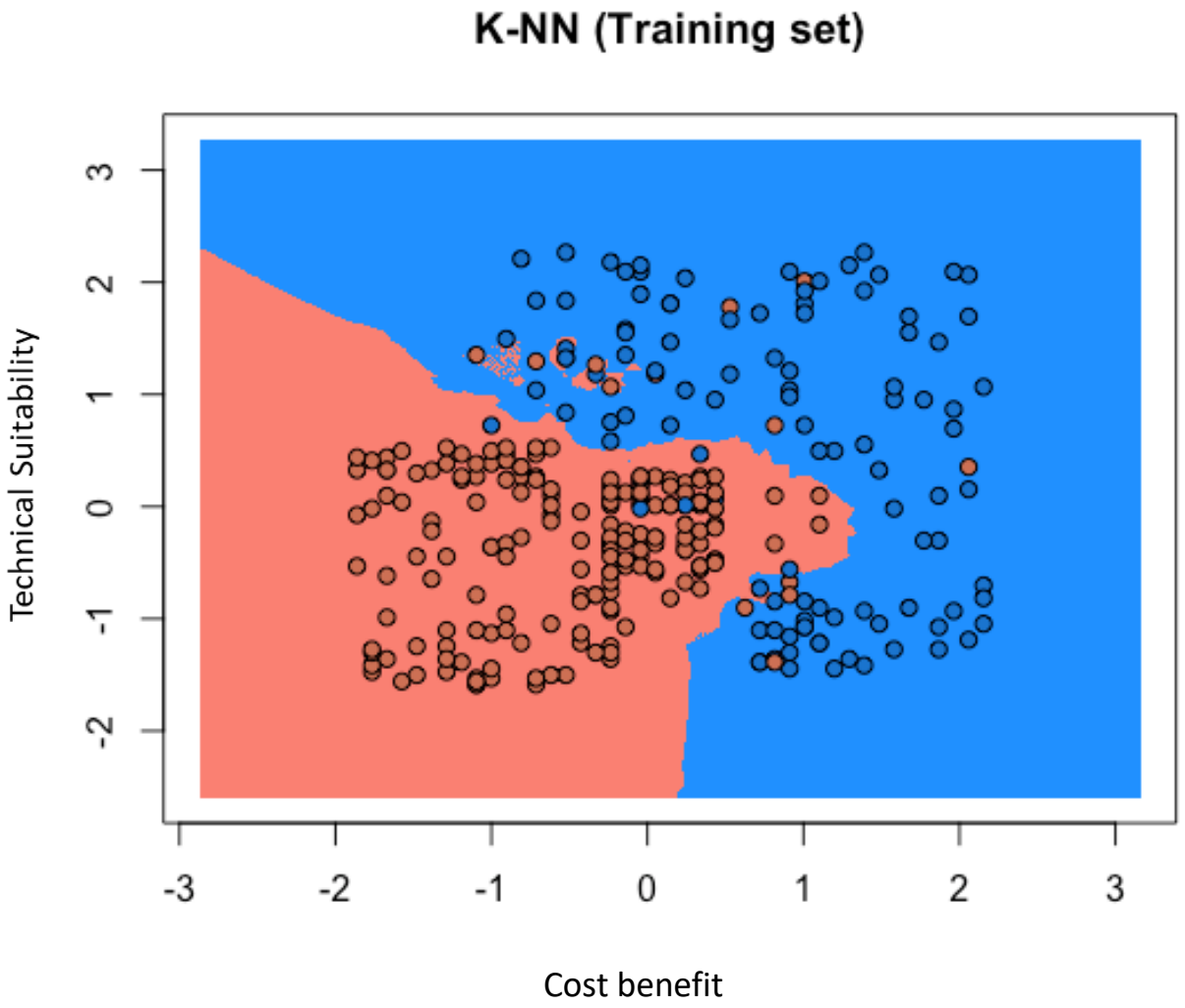
- The main business objective is to build a classification model that can predict whether a customer is likely to make a purchase after being targeted by the marketing team . By doing so, the company aims to identify potential customers who are more likely to convert and optimize their advertising budget to target those customers more effectively.

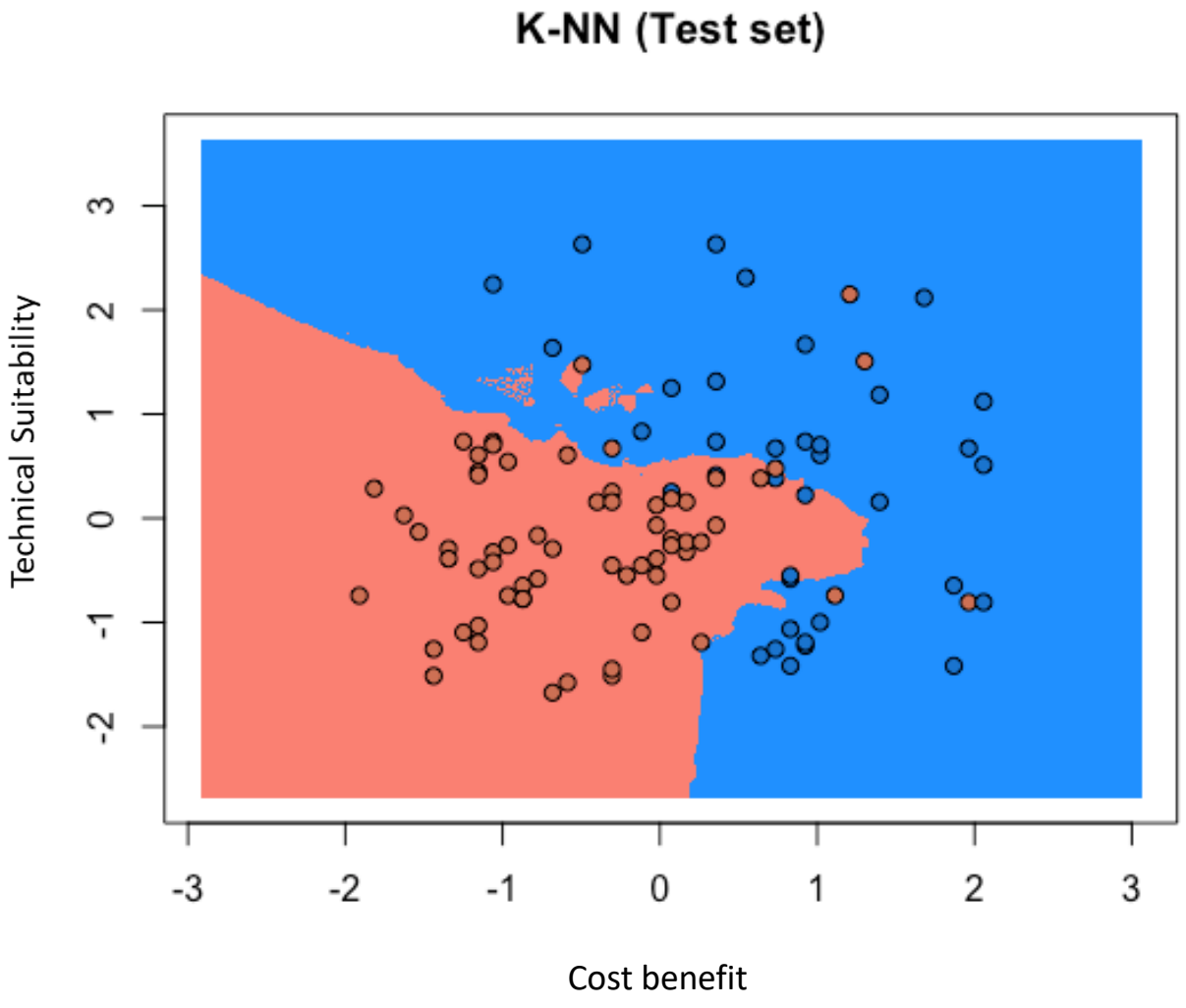
LOGISTIC REGRESSION



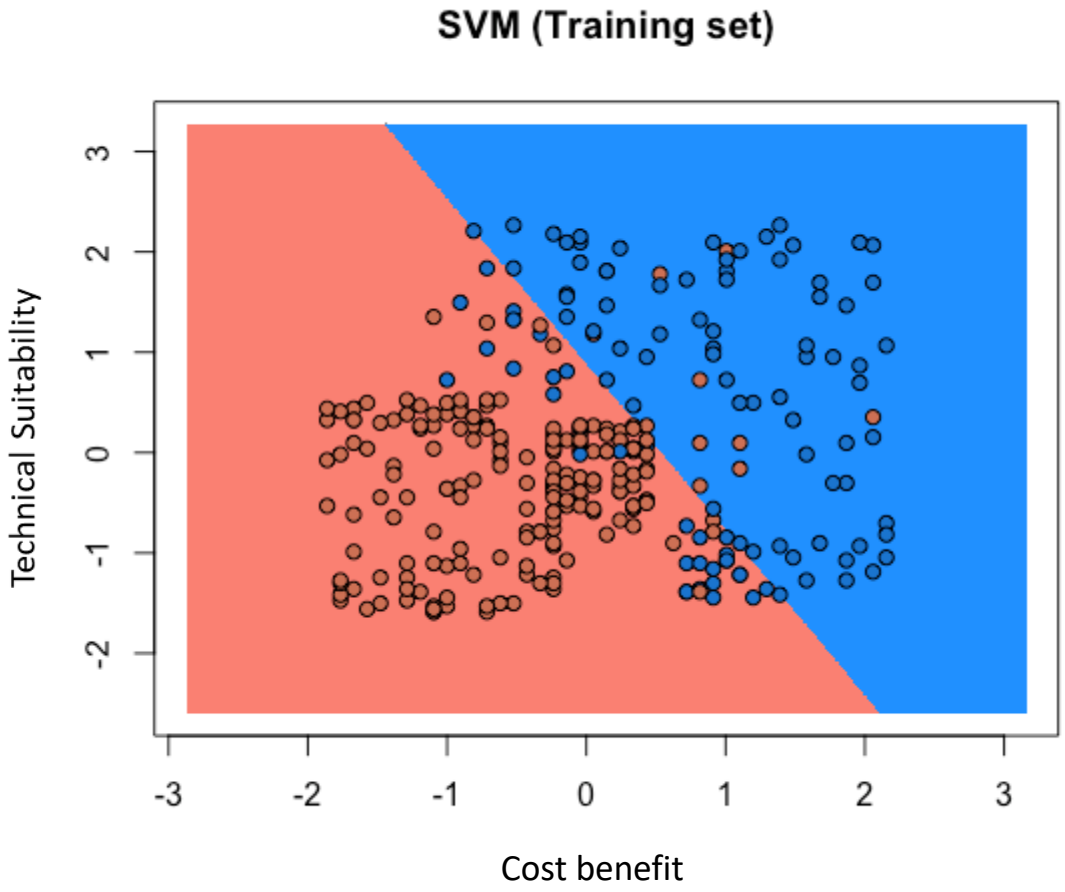


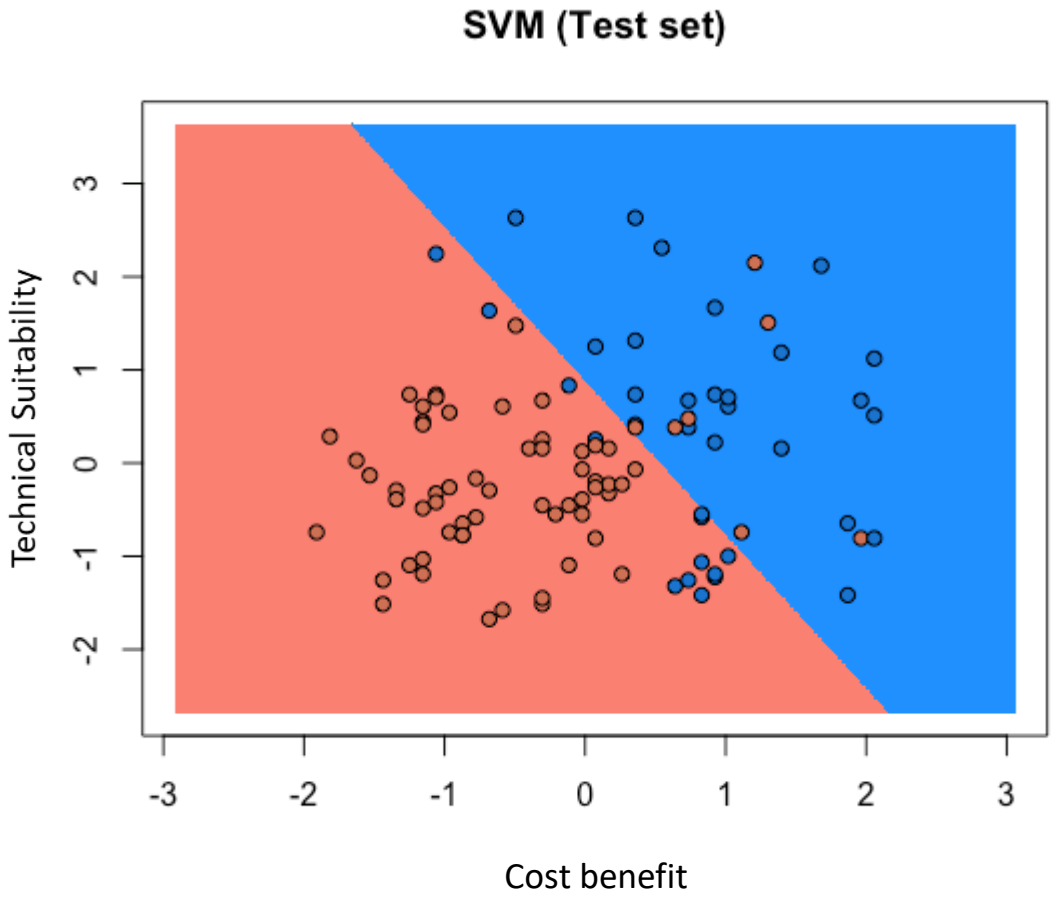
K-NEAREST NEIGHBORS



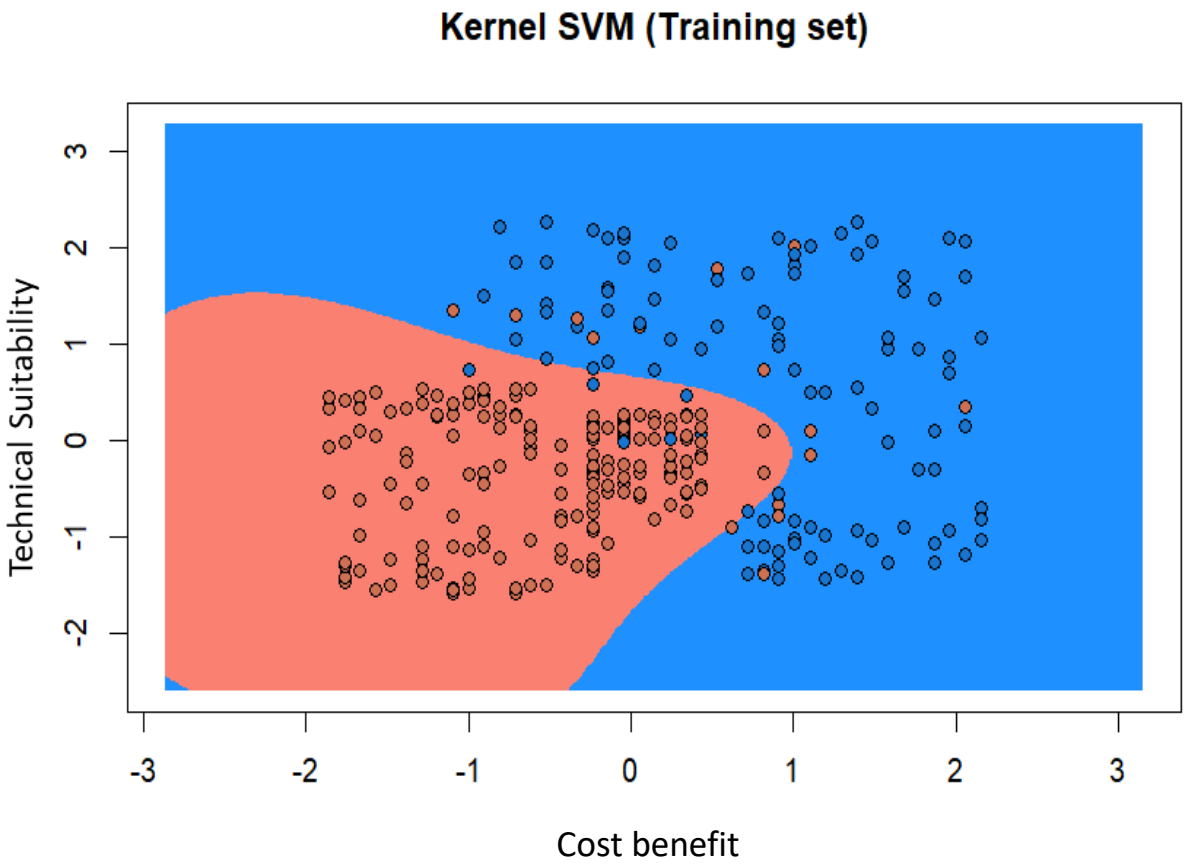


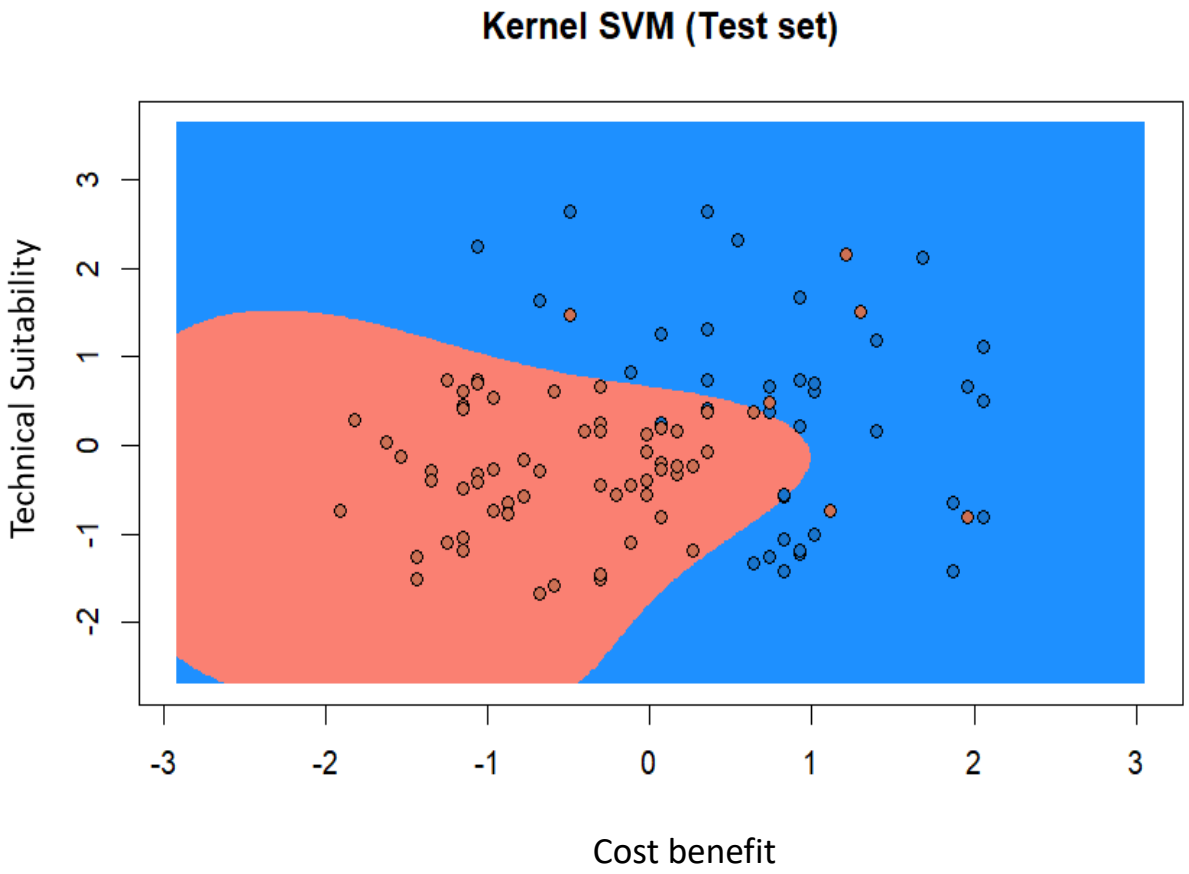
SUPPORT VECTOR MACHINE



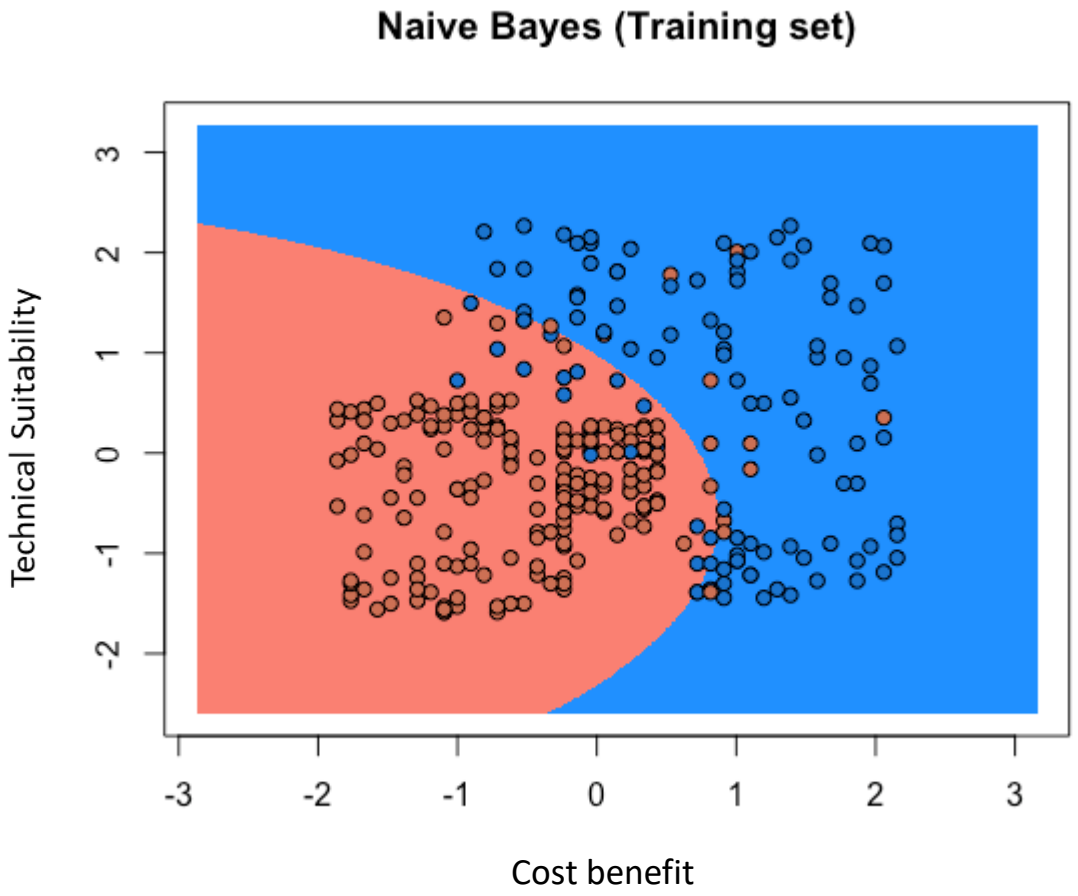


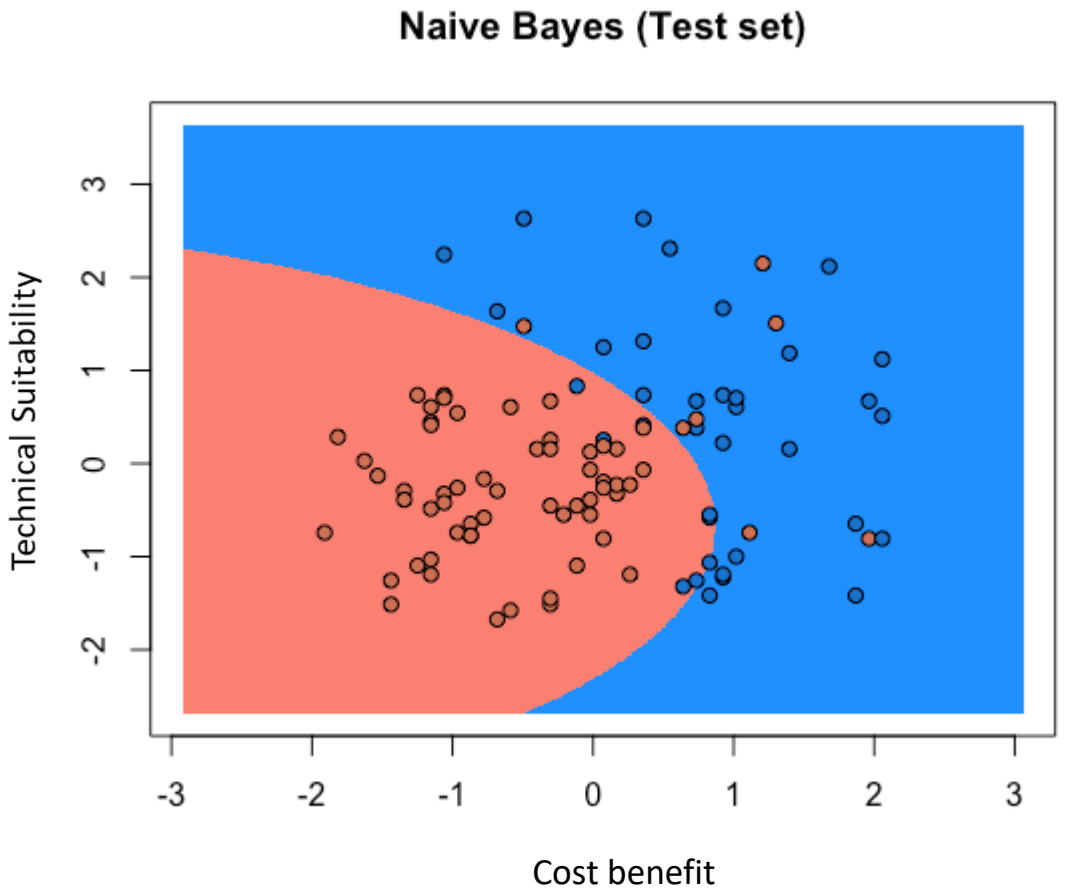
KERNEL SVM


Kernel SVM (Training set)
Technical Suitability
Cost benefit
-3
-2
-1
0
1
2
3

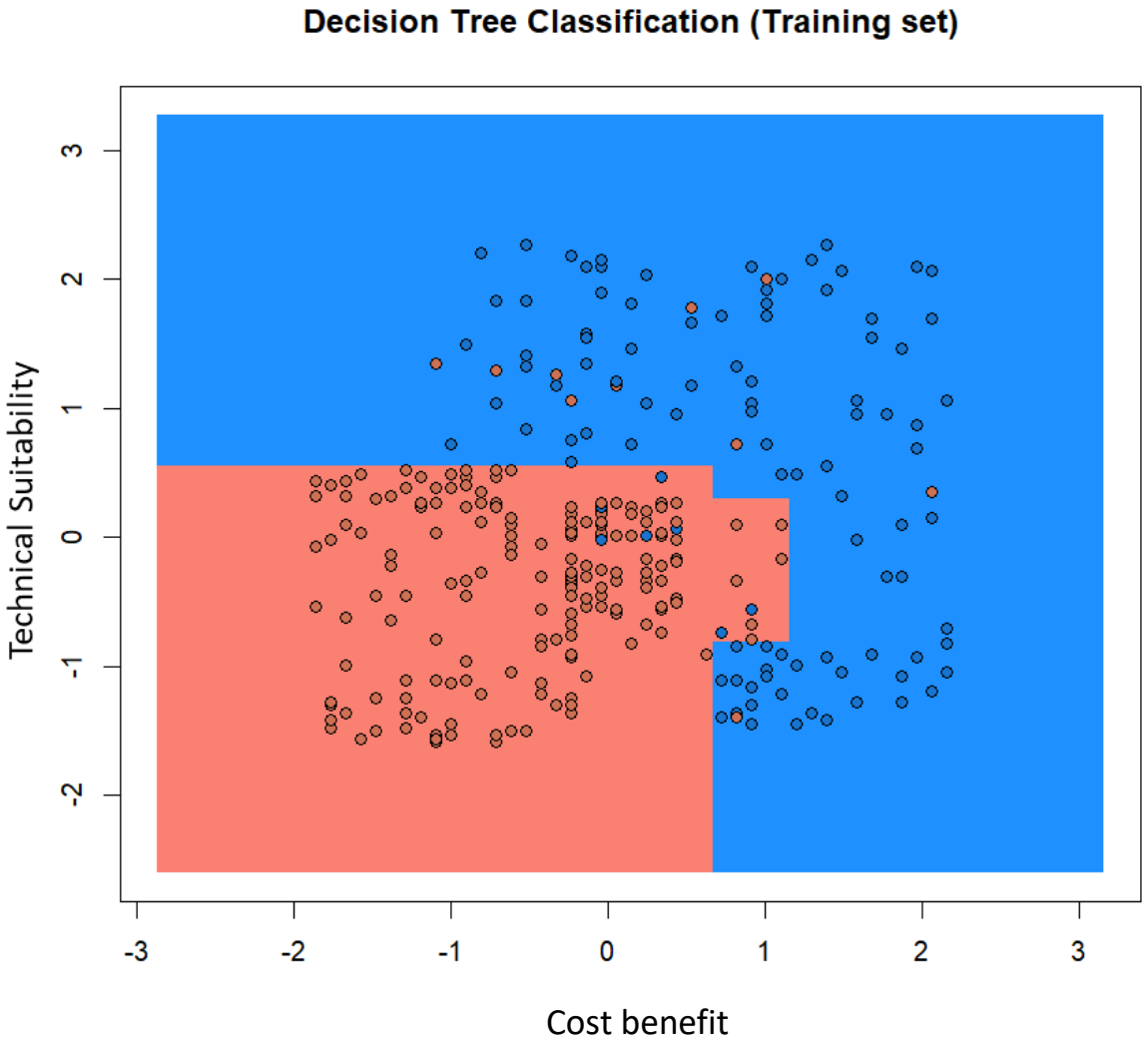

Kernel SVM (Test set)
Technical Suitability
Cost benefit
-3
-2
-1
0
1
2
3

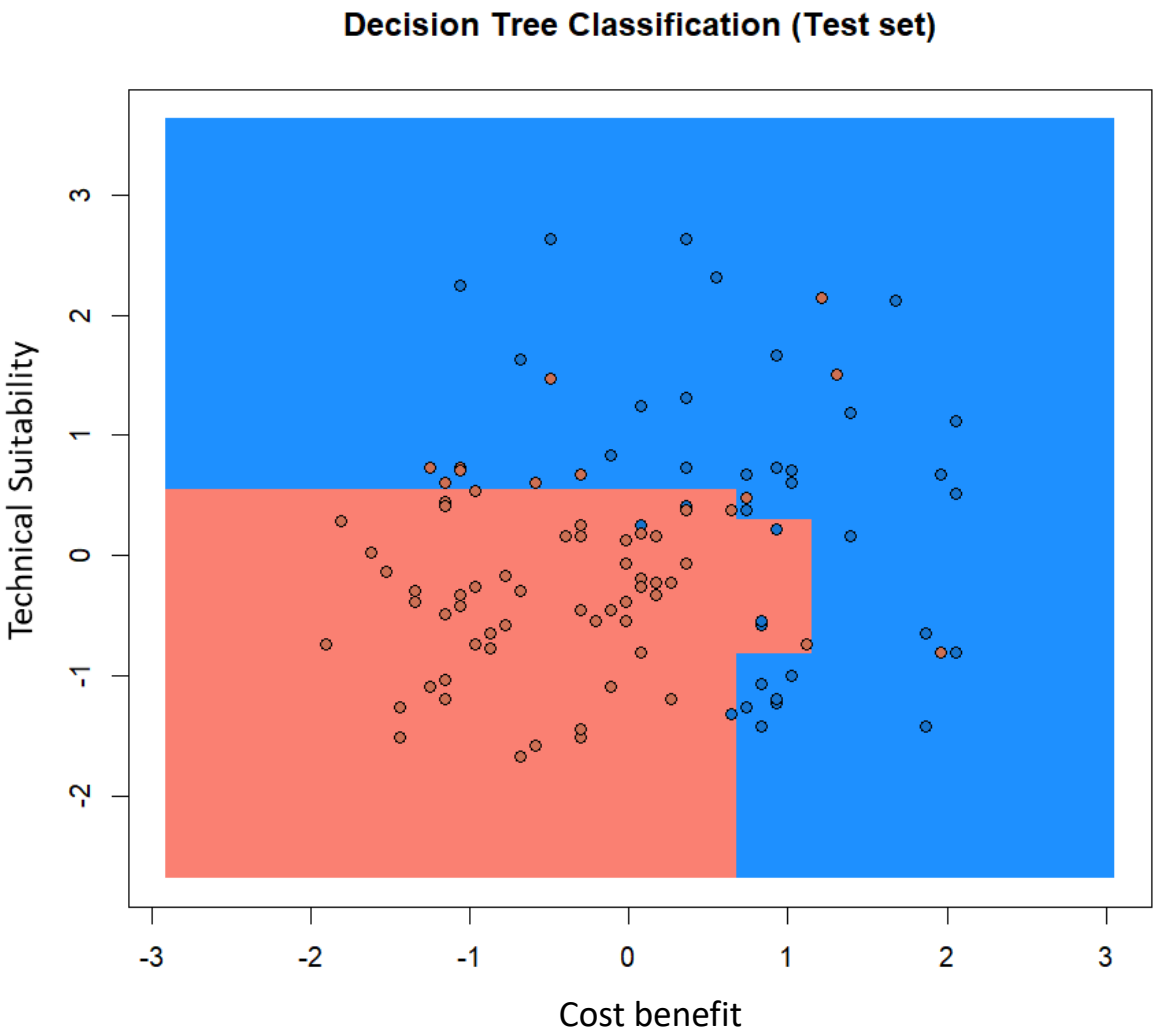
NAÏVE BAYES


Naive Bayes (Training set)
Technical Suitability
Cost benefit
-3
-2
-1
0
1
2
3


Naive Bayes (Test set)
Technical Suitability
Cost benefit
-3
-2
-1
0
1
2
3

DECISION TREE





RANDOM FOREST