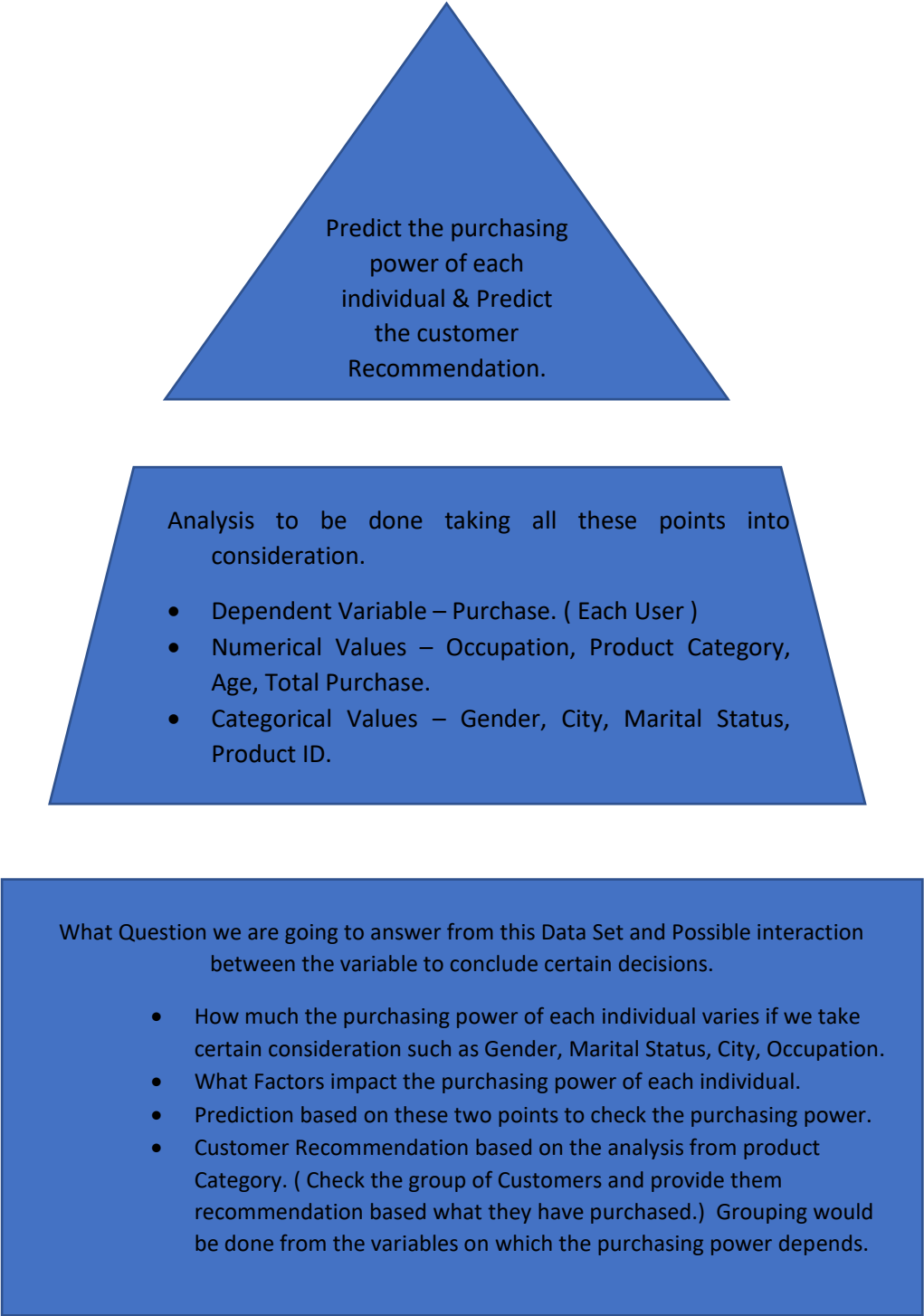


## Structural Pyramid Analysis Plan



Predict the purchasing power of each individual & Predict the customer Recommendation.

Analysis to be done taking all these points into consideration.

- Dependent Variable – Purchase. ( Each User )
- Numerical Values – Occupation, Product Category, Age, Total Purchase.
- Categorical Values – Gender, City, Marital Status, Product ID.

What Question we are going to answer from this Data Set and Possible interaction between the variable to conclude certain decisions.

- How much the purchasing power of each individual varies if we take certain consideration such as Gender, Marital Status, City, Occupation.
- What Factors impact the purchasing power of each individual.
- Prediction based on these two points to check the purchasing power.
- Customer Recommendation based on the analysis from product Category. ( Check the group of Customers and provide them recommendation based what they have purchased.) Grouping would be done from the variables on which the purchasing power depends.