



Dear LinkedIn community,

**Are you ready to unlock the secrets behind
Amazon's success and enhance your
customer-centric strategies? 🛒💡**





📱 Introducing: "Amazon Customer Behavior Analysis" 📱



Key Takeaways from my Analysis

 **Equal Popularity** : "Beauty" and "Fashion" both shine brightly.

 **Females Reign** : Dominating "Beauty" purchases, shaping marketing.

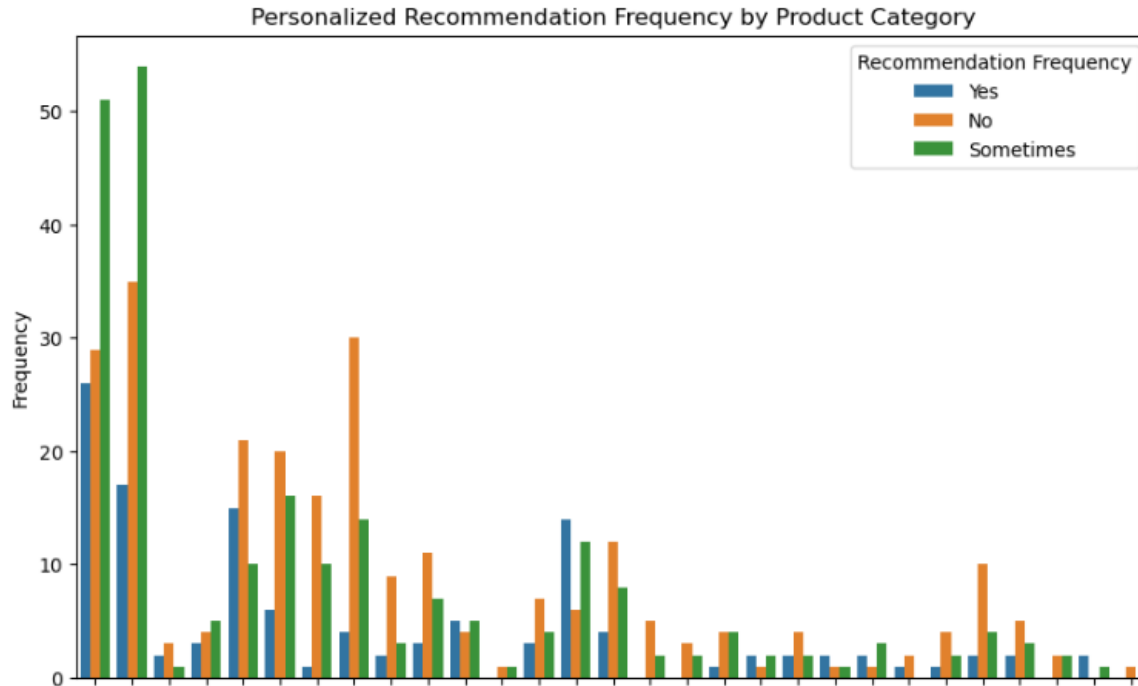
 **Smart Model** : Enables segmentation and personalized recommendations.



"Curious about the magic behind my analysis? ✨ Let's dive in!"



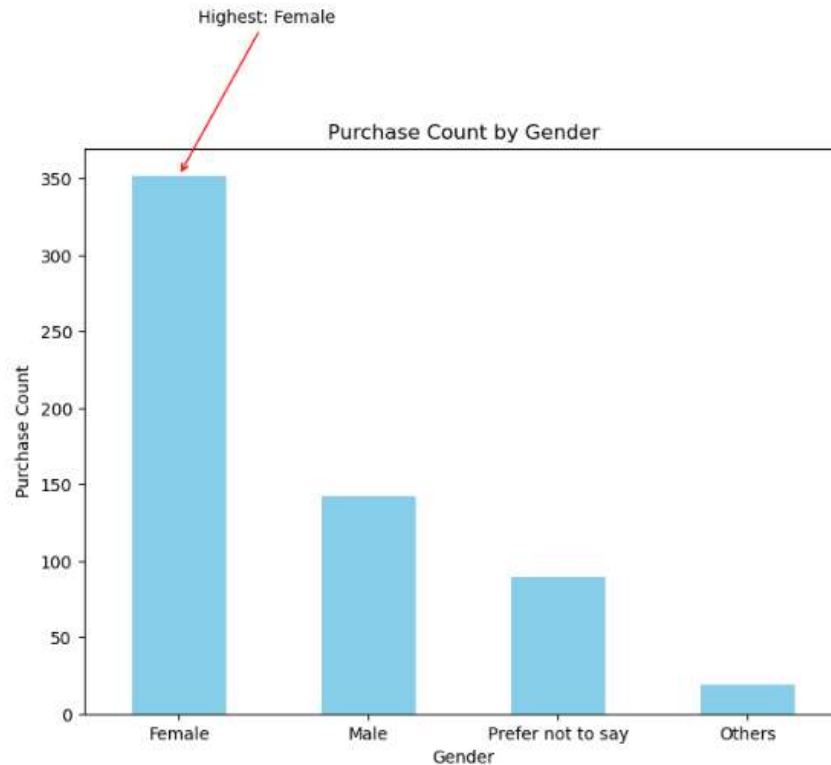
Equal Popularity : "Beauty" and "Fashion" both shine brightly.



TOP 2 ARE :

- Beauty and Personal Care
- Clothing and fashion

Females Reign : Dominating "Beauty" purchases, shaping marketing.



❓ **Smart Model** : Enables segmentation and personalized recommendations.



🚀 Accomplishment: I've developed a RandomForestClassifier model with an accuracy score of 76%.

🗨️ Prediction: The model predicts customer interest in "Category_Beauty and Personal Care."

👤👛 Customer Segmentation: It classifies customers into two groups:

- If the model predicts "Yes" or "1," it means the customer is likely to purchase from "Category_Beauty and Personal Care."
- If the model predicts "No" or "0," it indicates the customer is not likely to purchase from this category.

💡 Utilization: This prediction enables customer segmentation for targeted marketing and personalized recommendations.

"Ready to uncover the secrets? 🔍♂️ Explore my analysis file!"

<https://drive.google.com/file/d/1SnHzddQta6qnREsNL3cRApEiosmqLyxJ/view?usp=sharing>

