Team 8 - The Home Depot

**Blogs Implemented :**

**Steps Followed**

**1. Populating the data**

**2.  Algorithmic pricing implementation**

**3. Data Analysis in Tableau**

**4. Clustering and Predictive Analysis to group problems**

**5. AWS :Our Data Platform**

**Blogs Implemented :**

a) Algorithmic pricing

b)Clustering

c)Data Analysis tools

The blogs helped us to gain information about what can be done with our data in order to get insights out of it for a better fitting and promising marketing strategy model.

Populating the Data

We populated the data with dates for monthly trend analysis, customer data for clustering, ---------------

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Algorithmic Pricing

1. We scraped the data from BizRate for a particular Home Depot product - a Hybrid Mattress , took into consideration the Product Name, Price and The Seller Name so as to be able to view the prices of our competitors selling the same product.
2. We compared our product prices and theirs and further checked if their prices were greater than ours.
3. Then we reduced our prices to attract customers to The Home Depot.
4. ---------
5. ---------

Data Analysis in Tableau

We have visualized our data in Tableau ------------

**Geo Sales, Customer Data, Dynamic Pricing**

We need to -------------.

Clustering and Predictive Analysis to group problems

**Use Case1 :**

1. Analysing customer buying behaviour using the past data to build the model wherein the data contains information about the various links on the website that are clicked by the user during his browsing. Buy is our target variable using K-Means Clustering.

**Use Case 2 :**

Group Problem Types and predicting the intact of contact------

AWS - Our Data Platform

**Data Pipeline in RedShift Database**

There’s one more thing that you should consider