# Actionable Insights from Sales data using Machine Learning Algorithms

# Learning Algorithms

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## 3. ABSTRACT

E-commerce sales data. There has been a lack of research attention to consumer’s attitudes toward products and sales. Therefore, the purpose of this analysis was to study the behaviors, attitudes and intentions of consumers across countries. Research assists retailers in better understanding consumer’s attitudes and behaviors during purchases so that they identify the pitfalls as well as opportunities in order to develop and implement effective marketing strategies. Second, retailers might gain insights into consumers’ multichannel shopping behavior at the beginning of the holiday shopping season. Therefore, research can lead to the identification of hidden similarities and differences in consumer behaviors and attitudes toward this institution.

Moreover, the objective of this project was to study customer behavior, take necessary initiatives to better drive sales, and gain customer loyalty by providing value. What type of customers are purchasing what kind of products. The data is has purchase details, customer details of 9215 unique consumers.

Here we will use Exploratory Data Analysis to check what is missing in data or any wrong data has recorded, or any missing values are present. Next visualizing the attributes individually to see how much they are impacted on the purchase values.

In this project, I have implemented Clustering and Recommender system algorithms to help better drive the sales and understand customer behaviour.