

Starbucks Capstone Project

Starbucks 'goal is to give their customers best service, so Starbucks provide an app for customers to make online purchases in willing to increase sales and customers satisfaction. Once every few days, Starbucks sends out an offer to users of the mobile app. An offer can be merely an advertisement for a drink or an actual offer such as a discount or BOGO (buy one get one free).

This project aims to find the best offer to be send to the customer by predicting if the customer will complete the offer or not.

-Python Libraries Used:

- Numpy
- Matplotlib
- seaborn
- XGB
- scikit-learn
- pandas

-Python files:

- preproceesing.ipynb: contains all cleaning and preprocessing steps
- EDA.ipynb: contains all data exploratory analysis and charts in the report
- modelling.ipynb: contains features engineering and building and tuning ML algorithms