**MLC\_B2\_C5\_1\_\_Tanush Dey**

**Steps**

Graphical user interface, text, application, email

Description automatically generated

Solution 1) – I have printed the top 10 for the top products,brands,categories

Graphical user interface, application

Description automatically generated

2)Number of unique users and most active users

Graphical user interface, text, application, email

Description automatically generated

3) Average and Maximum price for smartphone purchased.

Text

Description automatically generated with low confidence

Plots

1. Hour by counts

Chart, bar chart, histogram

Description automatically generated

1. Day of Week vs counts

Chart, bar chart

Description automatically generated

1. Event type vs counts

Chart

Description automatically generated

Text

Description automatically generated

1. Handling Missing values – Checked the nulls for all columns and removed the not null columns

Table

Description automatically generated

1. Generate the category code into 2 columns- Used substring index to achieve itText

   Description automatically generated

Text

Description automatically generated with medium confidence

1. Session , product category, views

Table

Description automatically generatedGraphical user interface, text, application

Description automatically generated with medium confidenceText

Description automatically generated

1. Impact of Day and Hour binning

A picture containing calendar

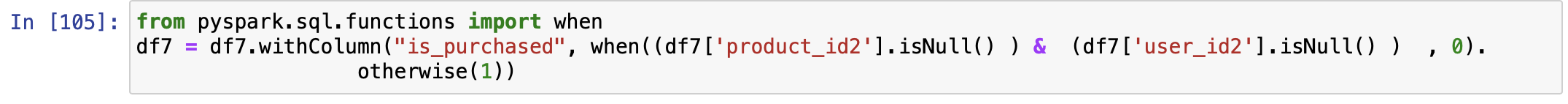
Description automatically generated

1. Top 20 brands analysis- Used join between data frames

Graphical user interface, text, application, email

Description automatically generated

1. Target variable is purchased



Graphical user interface, text, application

Description automatically generated

1. RANDOM FOREST

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application

Description automatically generated

1. LOGISTIC REGRESSION

Graphical user interface, application

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

1. DECISION TREES

Text

Description automatically generated

LOGISTIC REGRESSION HAD THE BEST ACCURACY

Graphical user interface, text

Description automatically generated with medium confidence

Text

Description automatically generated

Table

Description automatically generated