

Using linear regression to predict the price of Swarovski & GUESS Jewelry.

Amazon is an e-commerce and cloud-computing website founded on July 5, 1994, it is the largest online retailer in the world by area and market turnover. Amazon.com started as an online bookstore and later diversified into selling software, games, toys, furniture, and jewelry. Our linear regression model will make us able to predict the prices of Swarovski and Guess jewelry in the future.

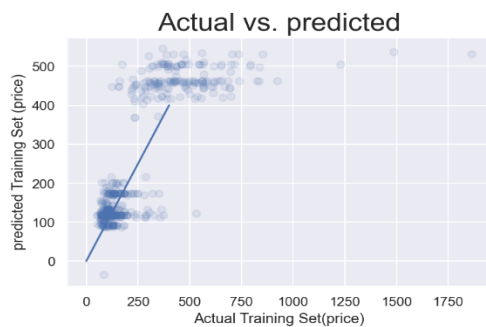


Fig (A): Actual Predicted value of Baseline model

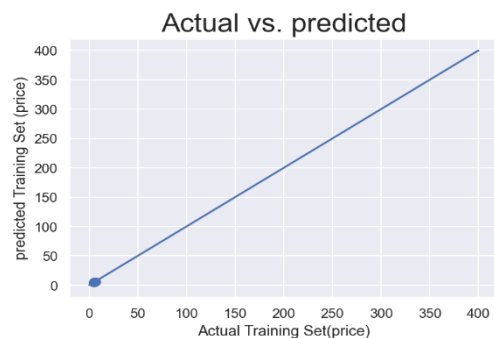


Fig (B): Actual Predicted value of after improving the model

To achieve this goal, a linear regression model was built, and a scatter plot of the actual data versus the predicted data was shown above. To give better prediction and higher accuracy, several methods have been taken into consideration as you may see in Figure B, the model has been improved so that the error shown in it is much less than the model in Figure A.

By:

Tahani AlQahtani

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Amani ALbalawi