

# Online Shopping Behavior

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## Business Problem

A shopping website receives more clicks than sales, with fewer potential customers.

That means they don't attract their target market, and they must adapt their marketing strategies to boost sales.





# Algorithms

01

Logistics  
Regression

K-Nearest Neighbors

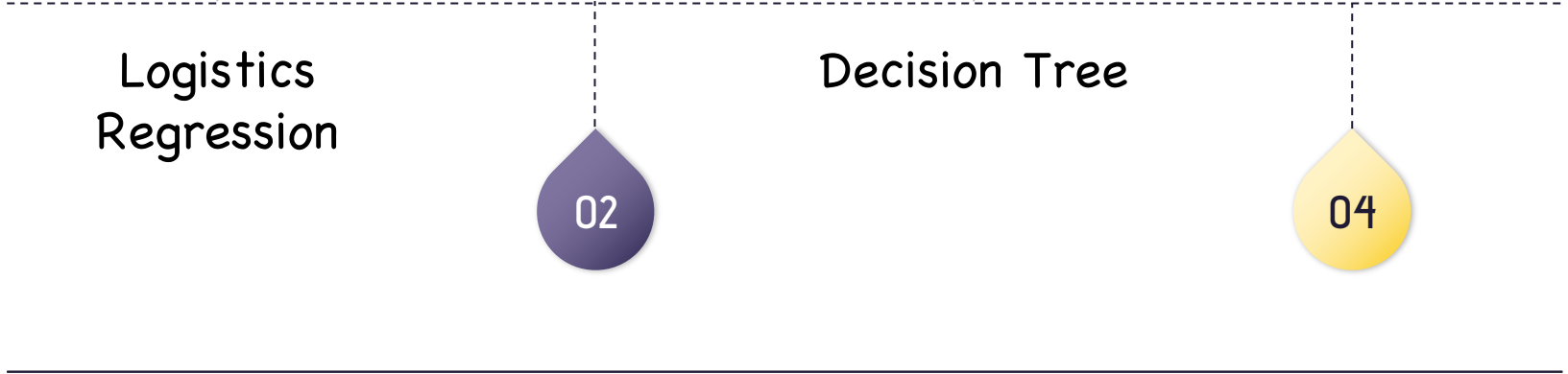
02

03

Decision Tree

Random Forest

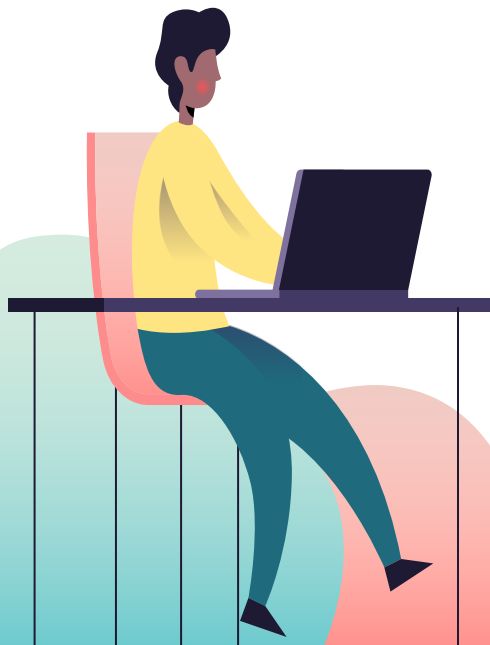
04



# Result



## Random Oversampling



### Models

F1

Accuracy

Logistics  
Regression

62%

84%

K-nearest  
neighbors

50%

76%

Decision  
Tree

56%

79%

★ Random  
Forest

65%

85%

XGBoost

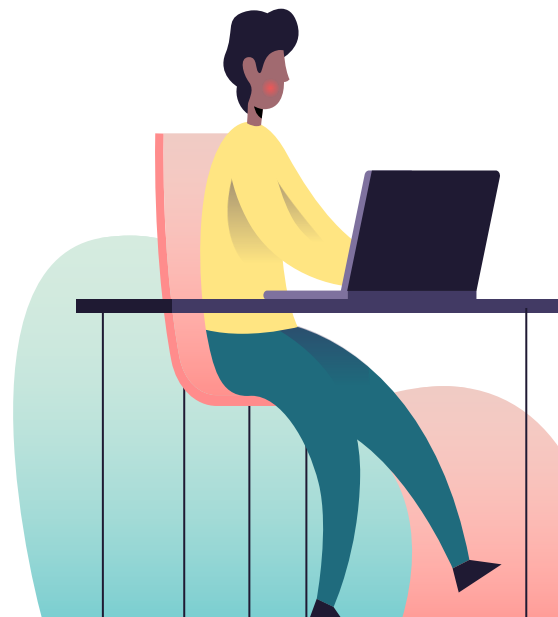
63%

83%

# Result



Tunned Models	F1	Accuracy
Logistics Regression	65%	87%
K-nearest neighbors	48%	80%
Decision Tree	59%	84%
★ Random Forest ★	67%	87%
XGBoost	64%	89%



# Insight

The business needs to adapt its digital marketing campaigns in order to improve its revenue by executing a strategy across all the channels through which consumers engage with the brand.



## Conclusion

The result from all the experiments we did, random forest with Random under sampling technique outperforms and predicted whether customers will purchase or not , with around 87% accuracy.





**Thank You for Your Attention 😊**



**Any questions about online shopping**

