

Awatif Alshehri

Before you start project work for a course, you **should be able to complete the following proposal template**, addressing the questions listed as completely as possible. However, keep in mind that throughout the design iterations of your project, many parts of it will likely change (i.e. increase/decrease in number of samples, types of features or algorithm used, etc), so this is just a starting point. Also, if you are unsure in some areas, you should still submit a partial proposal to receive feedback from instructors.

In addition to submitting this plan, you may discuss the areas below with an instructor in a **scope meeting**.

Question/need:

- What are the sales figures for each country?
- What is the overall sales trend?
- How many new customers are there each month?
- When do customers make the most purchases?
- Which is the best-selling product in each country?
- When were the largest orders made?
- Which customers made the largest orders?

Then, we may suggest opening stores in specific countries according to the findings.

Data Description:

This dataset can be found at Kaggle, which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

Data shape (542k,8)

- **InvoiceNo**
- **StockCode**
- **Description**
- **Quantity**
- **InvoiceDate**
- **UnitPrice**
- **CustomerID**
- **Country**

Awatif Alshehri

Tools:

- Jupyter notebook
- Pandas
- Numpy
- matplotlib

MVP Goal:

Finding the most accurate model that would product the best seller products according to the customers' preferences.