**Behavioural Analytics**

**Behavioural Analytics in Action**

* Financial Services - identify suspicious and anomalous behavioural patterns
* Retail - track customer pathing across channels
* How customers respond to different campaigns
* Ecommerce: why customers abandon shopping carts

**Using Statistical Analysis Techniques –**

* Statistical Analysis using numpy, pandas and scipy
* Measure of Central Tendency
* Measure of Spread in Business Applications
* Correlation, T Test
* ANOVA
* Probabilistic Distributions
* Advance Data Visualization using matplotlib and seaborn
* Pie chart, histograms
* Boxplots, violin plots
* Cluster map
* Heatmap
* Building stories from Statistics

**Behavioural Analytics using Machine Learning**

* Clustering
* Customer data Segmentation using K Means Clustering
* Why Customers are leaving the organization?
* Anomaly Detection and Pattern Recognition
* Recommendation using Behavioural pattern
* User based personalized filtering
* Popularity based filtering
* PCA – Data Dimensionality Reduction
* Case Study: Bank Marketing Offer Analysis – Who will buy the product
* Case Study: Why customers are leaving the organization.