# Predicting revenue from online shopper behavior

By Akiva Neuman

#### **Problem Statement**

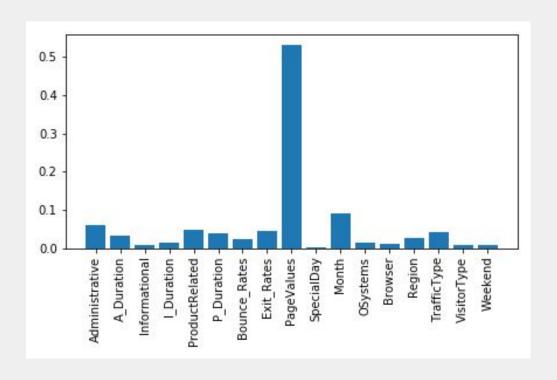
What type of behavior leads to to an online purchase?

### **Business Value** Cleaning data Preparing data for modeling Analyzing model Modeling data Evaluating model for Utilizing data for significance predictive analyses

## Methodology

Model	Precision %	Recall %	Accuracy %	F1 Score %
Logistic Regression	89	78	84	83
Decision Tree	100	100	100	100
Bagged Trees	100	99	99	99
Random Forest	100	97	98	98
Gradient Boost	100	99	99	99

## **Findings**



#### **Future Work**

Further understanding of:

- Data Science Lifecycle
- machine and deep learning

## Thank you