

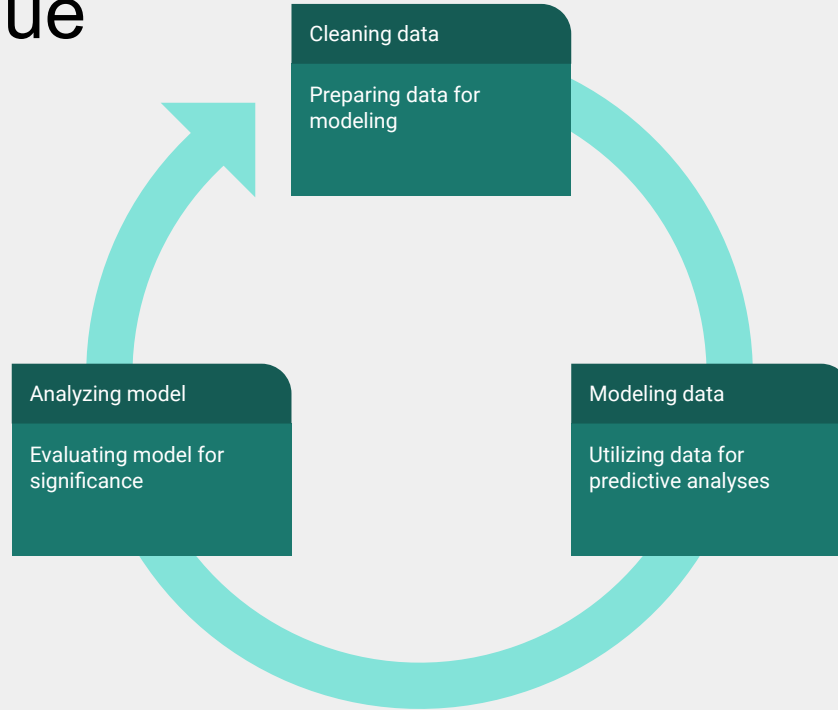
Predicting revenue from online shopper behavior

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Problem Statement

What type of behavior leads to to an online purchase?

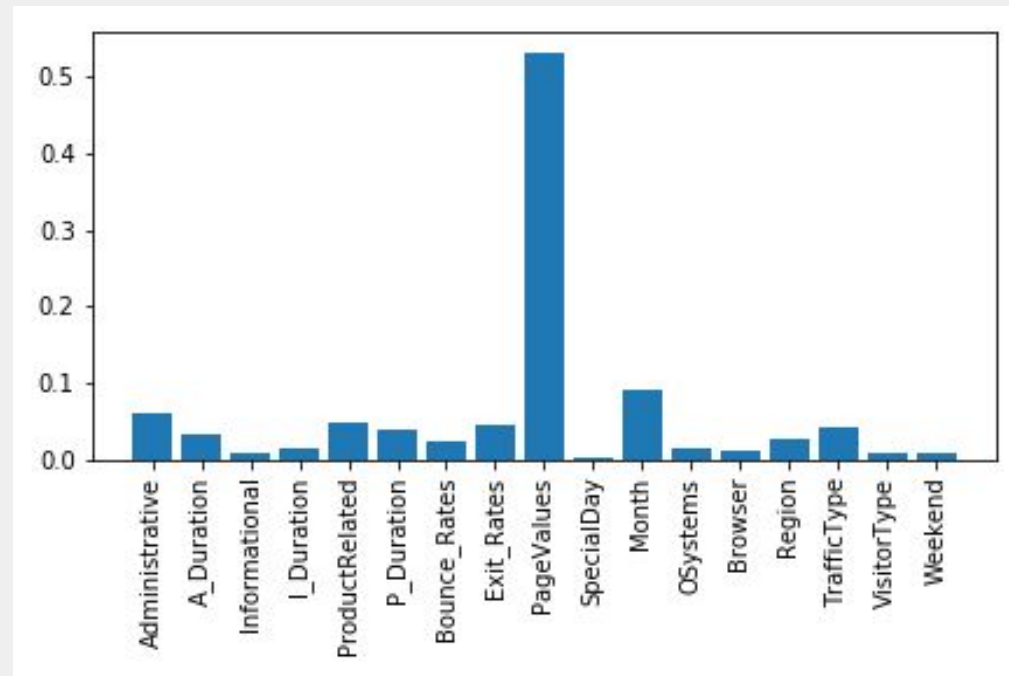
Business Value



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