**Ecommerce Customers**

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**Aim**: To predict weather various recorded parameter actually contribute to the amount spend by the customers annually.

**Observation:** The data have specified properties:

* 500 unique data entries.
* No data missing.
* 4 Unique features
* 62 states recorded

The data needed to be encoded with 8 bits over the recorded states. Keeping the integrity of the data we need to check collinearity which comes out to be indicating all the features (except time on website) are an active contributor to the annual spend.

Using the coefficient extracted from the regressor, we can turn the data into a linear equation of:

**Prediction = 25.9\* Avg. Session Length + 38.77\* Time on App + 0.45\* Time on Website+ 61.77\*Length of Membership + (-1060.26)**

**Conclusion: The model seem to be pretty well fitted over given data yielding a confidence of 98%. With that being established the we can conclude that Length of membership followed by Time on app and Avg. Session length are the most contributing factors for average annual spend on the platform.**