**Case Study**

**Domain –Retail/Fashion**

**focus –Optimize sales**

**Business challenge/requirement**

Fyntra is the largest online clothing company in USA. It sells clothing online,but they also have in-store style and clothing advice sessions. Customers come into the store, have sessions/meetings with a personal stylist, then can go home and order either on a mobile app or website for the clothes they want.

Company wants to decide whether to focus the effort on mobile app experience or its website. As a drastic measure it is also evaluating to shut down the website.

You as a ML expert in the team will help the company make the right decision

**Key issues**:

Clearly establish a correlation among the parameters supplied in data

**Considerations**: NONE

**Data volume**:Approx 500 records –file FyntraCustomerData.csv (All data is fake so do not worry about privacy)

**Additional information**-NA

**Business benefits** :Increase in profits as thefocus on the optimal sales channel will result into thehigher top line and th ehigher bottom line