MODULE 3 FINAL PROJECT

ASAD RAHMAN

PROJECT AIMS

- What type of customers are shopping at your store?

- How can you optimize marketing to improve sales?

METHODOLOGY
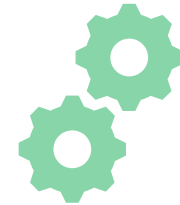
Dataset:
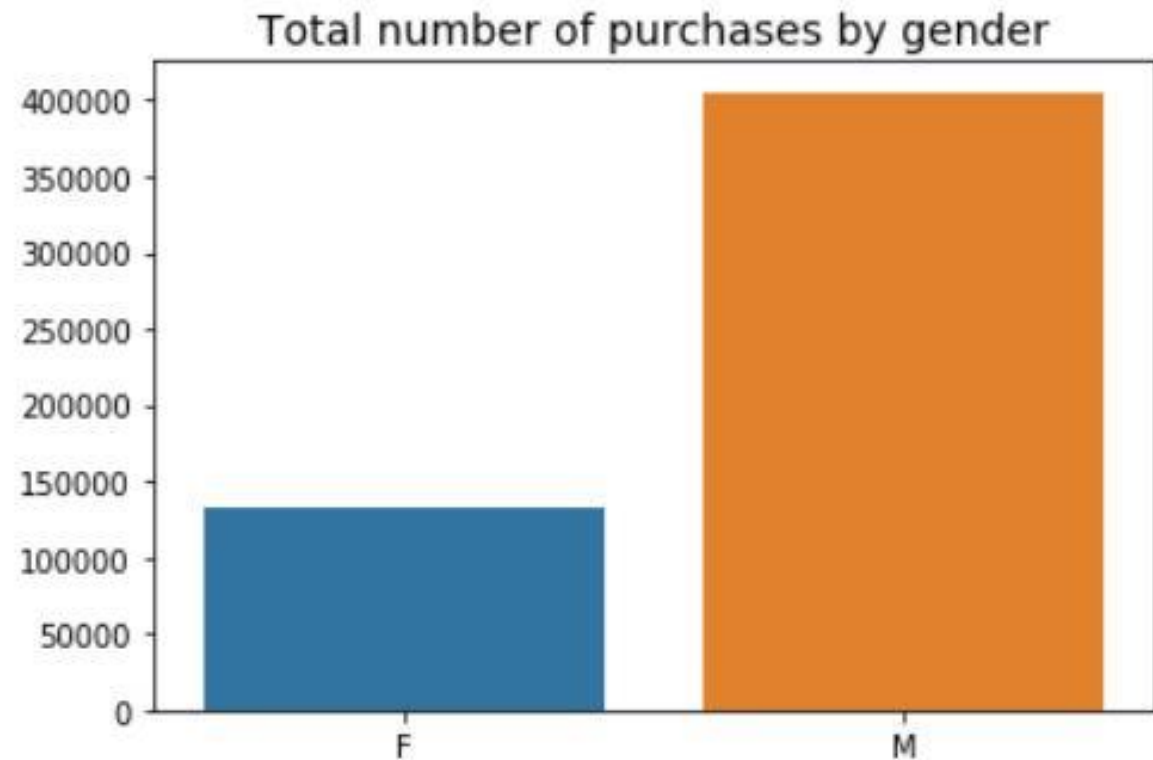550,000 customer purchases

Analyze:
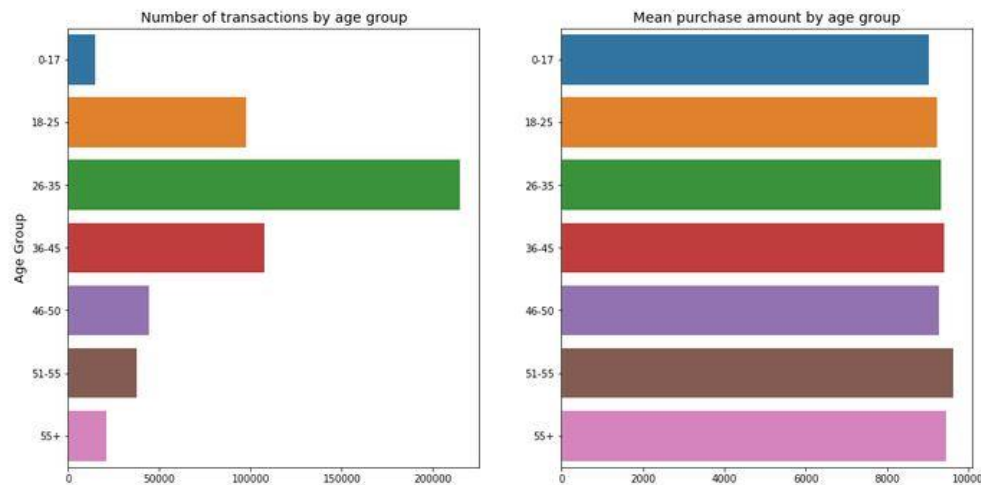Which factor influences sales

Predict
Machine learning Model

WHO ARE YOU CUSTOMERS?

- Male customers outnumber female customers

Which group should you invest in?
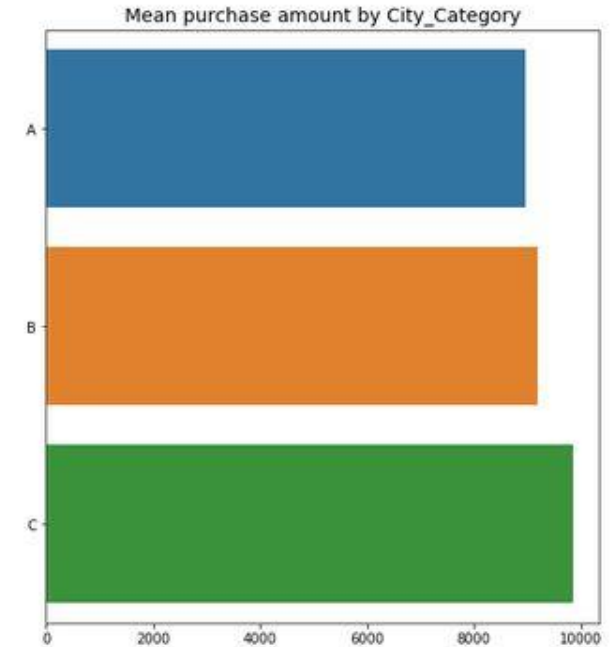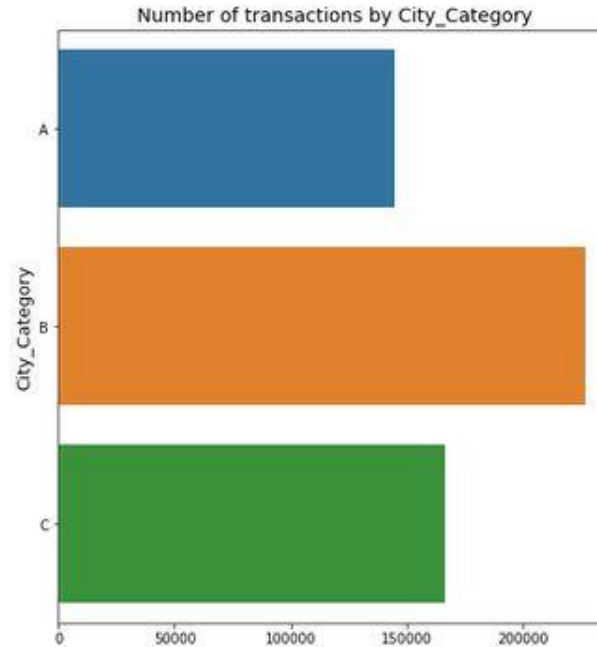
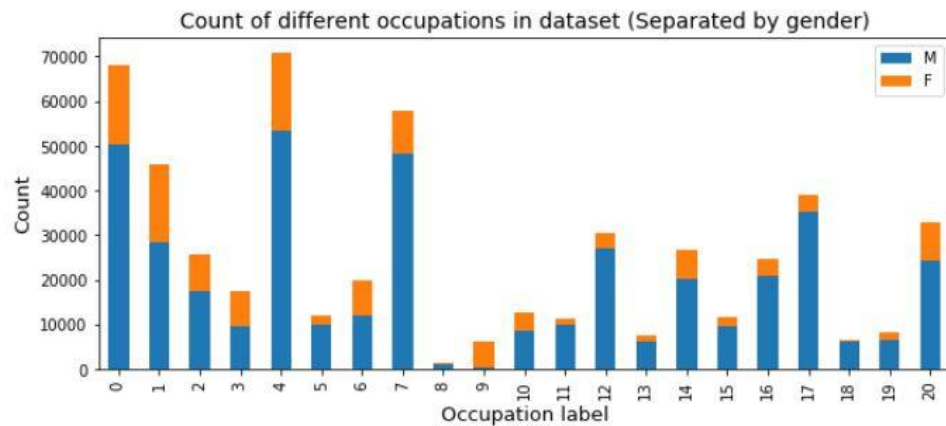Total number of purchases by gender

WHO ARE YOUR CUSTOMERS?

- All age groups spend about the same

- Customers 26-35 double the preceding groups number of transactions

WHO ARE YOUR CUSTOMERS?

- City category B showed the greatest number of transactions

- Increased advertising could lead to increased sales for City categories A and C

Number of transactions by City_Category

Mean purchase amount by City_Category

WHO ARE YOUR CUSTOMERS?

Count of different occupations in dataset (Separated by gender)

- Occupations 0, 4, and 7 present the most customers

- Market toward their field

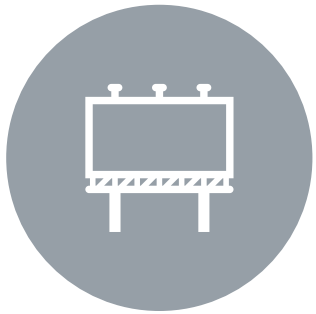# OUR MODEL CAN PREDICT GENDER WITH 99% ACCURACY!

RECOMMENDATIONS

Increase marketing towards women

Increase advertisements seen in City Categories A and C

Special marketing campaigns geared towards occupations 0, 4, and 7

Incorporate machine learning model to assess gender of customer

QUESTIONS