Capstone Project: Predict Walmart Trip Types

The problem:
Walmart is trying to segment different types of customers based on different 'trip types' their customers have taken. We can utilize a deep learning algorithm to understand which factors 'predict' whether or not a customer will be classified in particular 'trip type'.

The client:
Walmart as it is interested in grouping people in different segments based on information about customers shopping habits.

The Data:
The data comes kaggle : https://bit.ly/2XwZ21Q

The Approach:
- Apply necessary data pre-processing techniques and feature engineering \ selection methods to prepare the dataset.
- Leverage deep learning algorithms such as neural networks and recurrent neural networks to predict trip type and compare the performance other models such as logistic regressions and random forest.
- After applying the models on training, select the model with the highest accuracy rate on the test set.

The Deliverables:
- Code and notebooks for detailed analyses
- A milestone report showcasing the problem statement, significance, exploratory data analysis
- A final report and slide deck showcasing predictive analytics approaches with machine learning and combining the results with the milestone report