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Problem Statement: MilkBasket

Summary

Users	6 million
Dataset	30000
BG	<ul style="list-style-type: none">• Information provided about users is their sequence of orders and the products in those orders• All of the IDs in the dataset are entirely randomized, and cannot be linked back to any other ID• We provide more than 300 of their orders, with the sequence of products purchased in each order.• We also provide the time of the day the product was added to the basket and the order was assumed to be created at that time itself.
Target	<ul style="list-style-type: none">• Insights.• AOV (Average order value)• Recommendation• Mobile APP

Tech Stack:-

- ✓ Python Pandas

Solution

- ✓ Goal is to maximize money

Strategy

- 1) Insights
 - a. AOV
 - b. Time in which order is placed – producted add-to basket
 - i. Duration customer needs to order
 - c. Family size based on Quantities
 - d. Manufacture selling highest
 - e. Society giving more orders / Category / SubCategory

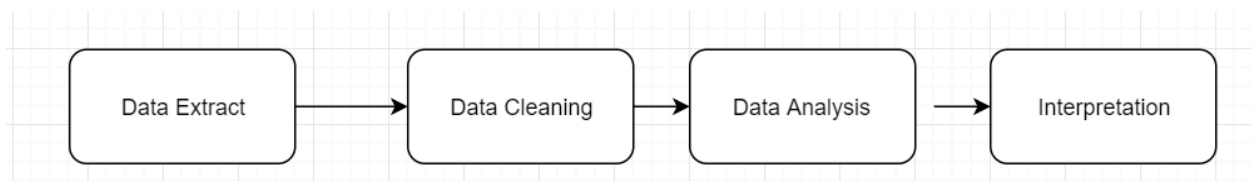
- f. How many delivery boys are req
- g. User Migration from Subscribed to Unsubscribed
- h. Products common between subscribed and unsubscribed and the revenue diff
- i. Things trending in a city
- j. Relationship between product, city, route and store.

Dependencies used

- Seaborn
- Numpy
- Matplotlib

Process

1) Data Engineering & Insights



2) Recommendation / Mobile APP

