*Project: Impact of Recession on Retail Sector*

**Business Objective:**

Predict who is likely to shop next month. Highlight factors that impact likelihood of customer shopping next month. For each customer shopped during 12/1/2009 till 11/9/2011, you must predict the likelihood of customer shopping next month.

**Data Set Details:**

The dataset contains ~2 years of transaction data for e-commerce retailer to be used for building a model. -Data set details sent in excel file.

Your task is to predict for all customers who shopped at-least once during 12/1/2009 till 11/9/2011, who will come back to buy any product next month (11/9/2011 – 12/9/2011).

**Acceptance Criterion:**

Need to deploy the end results using Rshiny/ Flask / Heroku/Streamlit.

**Milestones:**

**45 days to complete the Project**

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| **Milestone** | **Duration** | **Task start - End Date** |
| Kick off and Business Objective discussion | 1 day |  |
| Data set Details | 1 Week – 1 ½ week |  |
| EDA | 2 Weeks – 2 ½ week |  |
| Model Building | 1 Week – 1 ½ week |  |
| Model Evaluation | 1 week |  |
| Feedback |
| Deployment | 1 Week |  |
| Final presentation | 1 day |  |

Protocols:

1. All participants should adhere to agreed timelines and timelines will not be extended.
2. All the documentation – Final presentation and R/python code to be submitted before the final presentation day.
3. All the participants must attend review meetings.