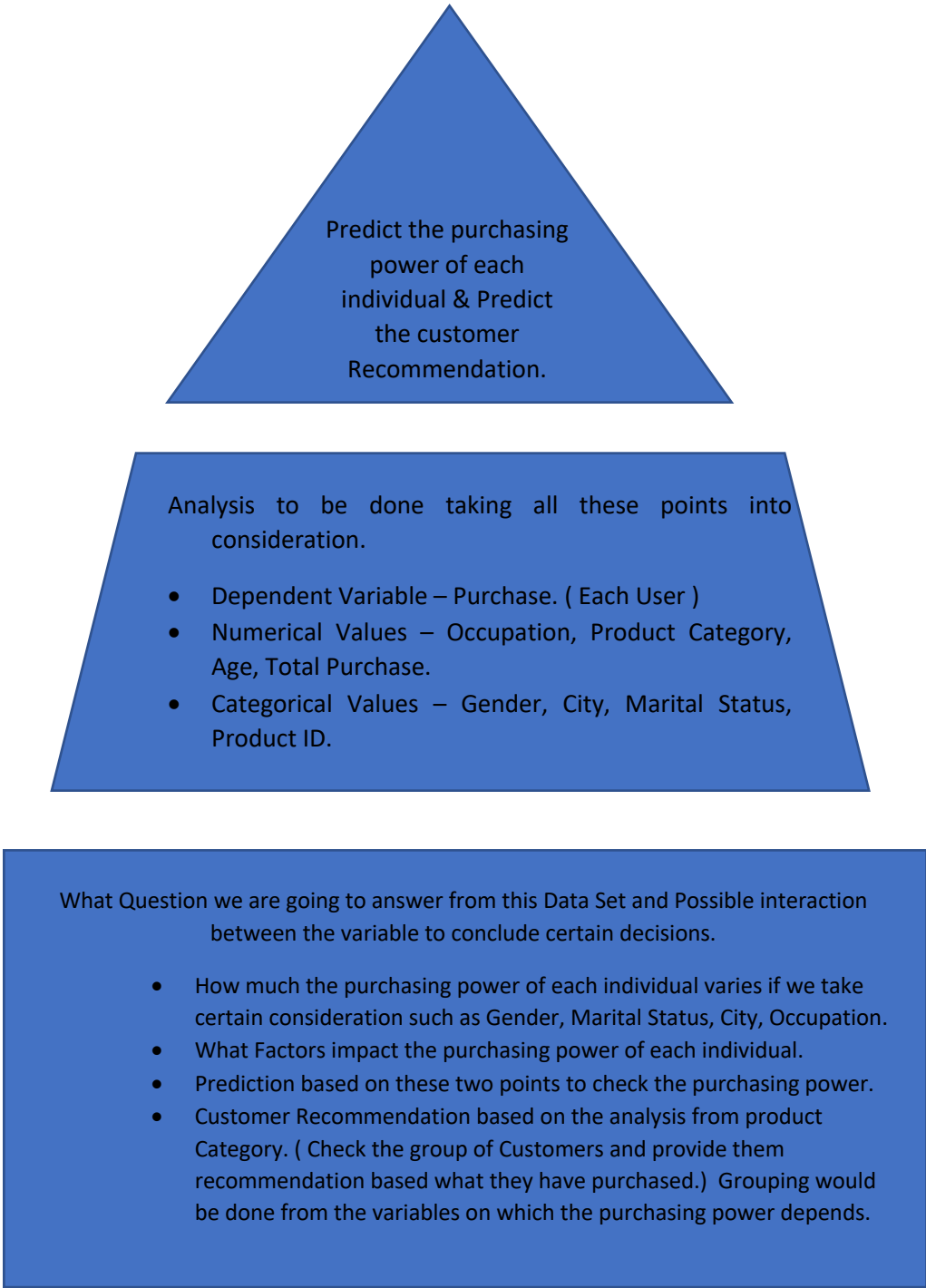# Structural Pyramid Analysis Plan

Predict the purchasing power of each individual & Predict the customer Recommendation.

Analysis to be done taking all these points into consideration.

- Dependent Variable – Purchase. (Each User)
- Numerical Values – Occupation, Product Category, Age, Total Purchase.
- Categorical Values – Gender, City, Marital Status, Product ID.

What Question we are going to answer from this Data Set and Possible interaction between the variable to conclude certain decisions.

- How much the purchasing power of each individual varies if we take certain consideration such as Gender, Marital Status, City, Occupation.
- What Factors impact the purchasing power of each individual.
- Prediction based on these two points to check the purchasing power.
- Customer Recommendation based on the analysis from product Category. (Check the group of Customers and provide them recommendation based what they have purchased.) Grouping would be done from the variables on which the purchasing power depends.