# Assignment 13

**Objective**

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Predicting Customer Purchases. Analyze the data set and identify the most relevant factors that influence customer purchase behavior. Build a model that predicts the purchase amount of customer against various products so that the company can tailor their services and provide offers for customers towards different products.

# Dataset

# The dataset, CustPurchTrain.csv & CustPurchTrain.csv, are taken from AnalyticsVidhya.

# Possible Work to be done

1. Write a Data Science Proposal for achieving the objective mentioned.
2. Perform exploratory analysis on the data and describe your understanding of the data.
3. Perform data wrangling / pre-processing (Module 8).
4. E.g., missing data, normalization, discretization, etc.
5. Apply any two feature selection engineering techniques (Module 8)
6. Compare the two selected feature engineering techniques.
7. Plot top 5, 6, and 8 features.
8. Provide a high-level description of Machine Learning models – Logistic regression and Decision tree to predict.
9. Compare the performance of the two classifiers – Logistic regression and Decision tree to predict.
10. Present the conclusions/results in the format shared.