

Hamzah Almehdhar
Project Proposal

Purpose: Purpose : the purpose of the project is to analyze and predict the customer behaviours of the coffeeshops. This will support the owners to know the preferences of the customer and predict if the customer will make another purchase or not.

Moreover, it could cluster the clients based on their preferences to increase the revenues. This project could go further than coffeeshop criteria to the whole foods and restaurants sector in future.

This project model will try to analyze the preferences for the customers. I will try to cluster the customers based on their preferences, time visit and more possible things. Starting from this point we can find predict the customers need and enhance the products services. Then it will try to predict the future sales and the future inventory requirement.

Data set to be used: <https://www.kaggle.com/ylchang/coffee-shop-sample-data-1113>

The data set is a sample data for coffeeshop sales , it includes the customers code so it will help cluster the customers of the coffeeshop and to start the analysis and prediction.