Predicting Customer Behaviour

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Problem statement:

Most companies use ecommerce to facilitate their business to sell products, providing a ginormous amount of products to their customers. Since, this causes an overload of information to the customers[1], the idea is to classify these customers and try to personalize potential customers to boost sales. Analysing a customer's behaviour over a period of time will help to build a classifier that anticipates what kind of product the customer will purchase.

Main goal statement:

The main goal is to predict customer behaviour using a model that is trained using unsupervised learning and clustering techniques. The idea is to anticipate the type of products a customer will tend to purchase based on the classifier that is developed.

Project objectives:

The project will involve some data filtering and preparation before building the classifier, like removing irrelevant and redundant data. We will be forming clusters of customer categories and perform dimensionality reduction for the clusters. After establishing these categories, the idea is to train a classifier which will be able to classify consumers in one of the categories.

References:

[1]https://www.researchgate.net/publication/313737530_Review_on_Customer_Segmentation_Technique_on_Ecommerce
[2]Dataset - https://archive.ics.uci.edu/ml/datasets/Online+Retail