CASE STUDY - ECOMMERCE
REGRESSION-CLASSIFICATION

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DATA AVAILABLE:

- E-Commerce Data.csv

BUSINESS CONTEXT:

Leading e-commerce company have point of sale data for each customer with demographics and would like to solve the following problems.

1. The drivers for the store purchase event count and would like to predict the store purchase event count for given drivers
2. The drivers for the customer churn and predict the customer churn (churn_status) given the drivers

Expectations from the Trainees:

1. Understand the data & perform the data preparation before the model building
2. Understand the output from the software and explain the model fit
3. How would you determine what is the "best" linear model?
4. Apply transformations to the given variables and find out the possible best model after transformations.
5. Generate the final equation
6. Validate the model and present the results in Excel or PPT.

Data Dictionary:

Number of Variables in the data set: 9

Description of the Variables:

1. churn_status : Customer Churner or not
2. session_length_seconds: Total Session Length in Seconds
3. session_count: Number of visits/sessions
4. event_count: Actions carried out by the user such as buying, or email sign up
5. closed_session_event_count: Number of closed sessions event count
6. open_session_event_count: Number of open sessions event count
7. quest_completed_event_count: Number of completed event count
8. store_purchase_event_count: Number of purchase event count
9. active_days: Number of days active