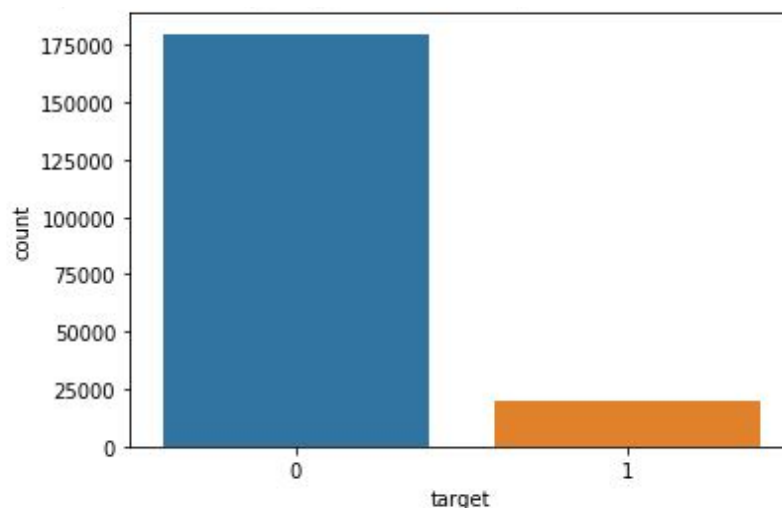


Summarizing the Understanding of how this project can help the business in achieving the strategic goals:

In this challenge, we need to identify which customers will make a specific transaction in the future, irrespective of the amount of money transacted. The number of customers those will not make a transaction are around “179902 (89%)” and those will make a transaction are around “20098 (11%)” of train dataset.



It is clearly observed that the data is imbalanced. This is an anonymised data with a huge number of observations and we don't have any information about specific attributes given in data. Hence, it is difficult to tell which product customer would prefer mostly. In this project, we have predicted which customer will make a specific transaction in future. We have minimised the false positive rate from the dataset which helps company to know about their target customers. So the company has to focus on those products which are mostly preferred by customers in order to reach strategic goals.