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# ONLINE SHOPPERS PURCHASE INTENTION



Write your company  
name above and an  
intriguing summary  
of what your  
company does here.

# ABOUT THE DATASET

- Total 12,300 online sessions

Share upcoming upgrades or additional features you have in mind for your product or service. Give timelines too on when they can expect these.



# BUSINESS QUESTIONS

**Low conversion rate**

**Lack of understanding  
about the visitors**



# GOAL



Understand visitors characteristics  
& corresponding web behavior to  
provide recommendations through  
EDA



Build Purchase Prediction model for  
purchase intention forecast





# STEPS

-  **1 FAMILIARIZE VARIABLES**
-  **2 UNDERSTANDING DATASETS**
-  **3 EDA ANALYSIS & RECOMMENDATION  
(maybe some clustering as well)**
-  **4 DATA CLEANING**
-  **5 ENCODING & SAMPLING**
-  **6 FEATURE SCALING**
-  **7 MODEL BUILDING**

# TARGET VARIABLES

Binary Classification Problem

1

Describe how you envision to solve the problems you shared.

2

Communicate big value conveniences and be straight forward.

3

Frame the problems effectively as it will set the stage of your entire sales pitch.



# FEATURE VARIABLES

List 1-3 ways your company proposes to solve them.

1

Describe how you envision to solve the problems you shared.

2

Communicate big value conveniences and be straight forward.

3

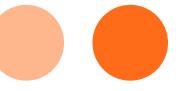
Frame the problems effectively as it will set the stage of your entire sales pitch.



# VALUE PROPOSITION

Show your company's product or service as the ultimate solution to these problems.

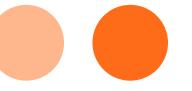
What is your company offering your target customers? How can they benefit from the features of your product or service? You can place a logo beside your value proposition to introduce your company.



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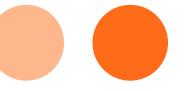
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# HOW IT WORKS



It's showtime! Create awareness and curiosity around your product or service.

Share a story on how your product or service works.  
Produce a quick demo video your audience can watch  
or share descriptive step-by-step photos.

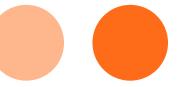


# RECOMMENDATION 1



Illustrate on a map where your product or service is available for purchase. You can also use a table or a list of the online and physical stores where your product or service can be bought.

# THE TEAM



**CASSANDRA  
ROMAINE**

CEO & Founder



**IDRIS  
LETTUCE**

Creative Director



**VANESSA  
ARUGULA**

Biz Dev Officer

A photograph of a young woman with long blonde hair, seen from the side and back, walking away from the viewer. She is wearing a dark denim jacket over a dark top and blue jeans. The background shows a parking lot with several orange traffic cones and a modern building in the distance. The sky is overcast.

# CALL TO ACTION

Guide your potential customers to take action.  
Make your call-to-action statement clear.

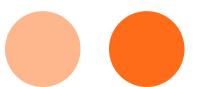
To encourage them to take action, some call-to-action examples you may want to use are “Enjoy free shipping!”, “Sign up for a 30-day free trial”, or “Money-back guarantee” - anything to establish rapport and trust.

123-456-7890

hello@reallygreatsite.com

www.reallygreatsite.com

# CONTACT US



# FREE RESOURCES

Use these free and recolourable icons and illustrations in your Canva design.

