* ¸Question/Problem statement:

Our dataset title is shopper online intention. the main aim is **how to increase the Revenue by enhancement purchasing intention for online shopper ،** I tend toidentification their behaviors and spend time that they take on webpages’s shop and provide the suitable recommendations and what should appear on the shopping site at specific moment according to their behaviors and a how to deal with them while they are on.

* Data Description:
* I obtain the dataset from KAGGLE site that collected in 2018-08-31
  + Columns: dataset contain 18 columns
  + Data type: it's consists of 10 numerical and 8 categorical attributes
  + Rows: more than 12000 observations
  + Data size 12379 x 18

The 'Revenue' attribute can be used as the class label. The values of these features are derived from the URL information of the pages visited by the user and updated in real time when a user takes an action, The "Bounce Rate", "Exit Rate" and "Page Value" features represent the metrics measured by "Google Analytics" for each page in the e-commerce site. The "Special Day" feature indicates the closeness of the site visiting time to a specific special day (e.g. Mother’s Day, Valentine's Day) in which the sessions are more likely to be finalized with transaction. The dataset also includes operating system, browser, region, traffic type, visitor type as returning or new visitor, a Boolean value indicating whether the date of the visit is weekend, and month of the year. The dataset also includes operating system, browser, region, traffic type, visitor type as returning or new visitor, a Boolean value indicating whether the date of the visit is weekend, and month of the year.

* Tools:
  + Programs: python from anaconda environment (jupyter notebook)
  + Libraries: libraries (pandas, numpy) to manipulate with element and data frame and to get statistic summary, and to visualize data point distribution we will need specific libraries like (matblotlib, seaborn ) also to demonstrate correlation either between two features or all features
  + Functions: .mean() , .count() , .apply() , .map(), .max(), .date()
  + Plots: .heatmap .Boxplot .scatterplot .hitsplot ,barplot

MVP Goal:

Provide improvement to grow the revenue from online shopping