

Assignment-3

Level: Median

Customer Analysis This task is given in order to brush up your data preprocessing and visualization skills along with your model building skills!

Dataset Description

The dataset contains a table where each row represents a client and his activity (e.g. whether he downloaded a product brochure, how many times he visited the company website, etc.). The last column says if he eventually purchased the product.

TASK: Before training the model, please conduct some Exploratory Data Analysis like visualizing data through bar graphs, line plots etc. and then build an ANN model/classifier model.

For eg, You can combine all the modes of interaction given in the dataset under a column 'Total Interactions' before training the model.

Also, try to one hot encode 'countries' column as separate columns for top 5 most frequent countries and 'others' column for other countries.

NOTE: ALL FEATURES MIGHT NOT BE INCLUDED FOR BUILDING THE MODEL!

Upload your model, training set on your github profile.