PREDICTING CUSTOMER WINE PURCHASE

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BACKGROUND
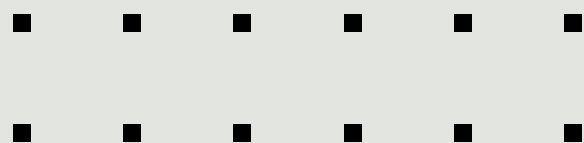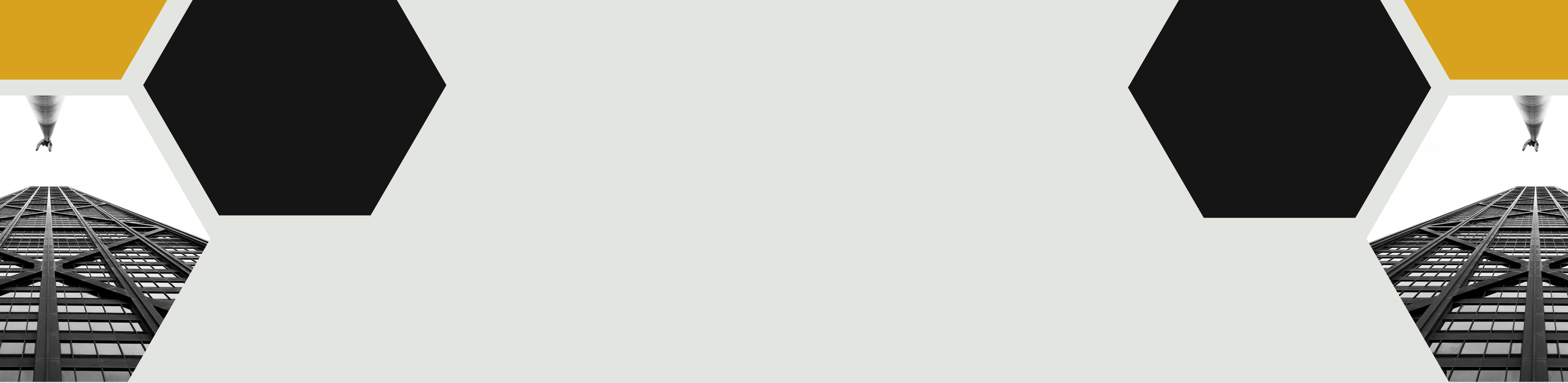
Can I predict consumers' wine consumption based on the proportion of money spent on different subsets of groceries?
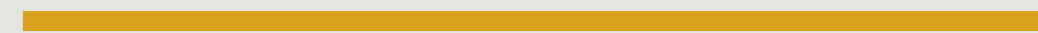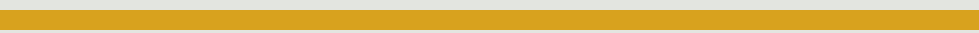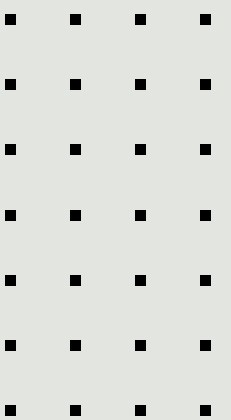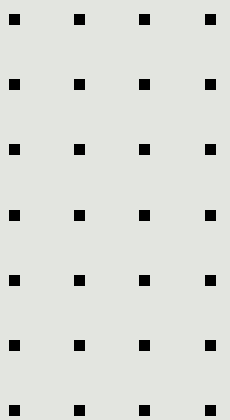
TARGET AUDIENCE

RETAILERS → PREDICT HOW MUCH A CUSTOMER WILL SPEND ON WINE TO CREATE MARKETING STRATEGIES

PREDICT HOW MUCH A CUSTOMER WILL SPEND ON WINE TO CREATE MARKETING STRATEGIES

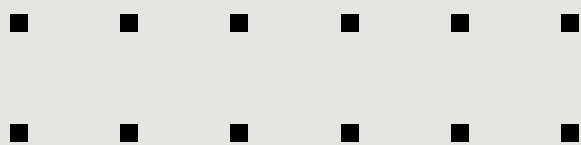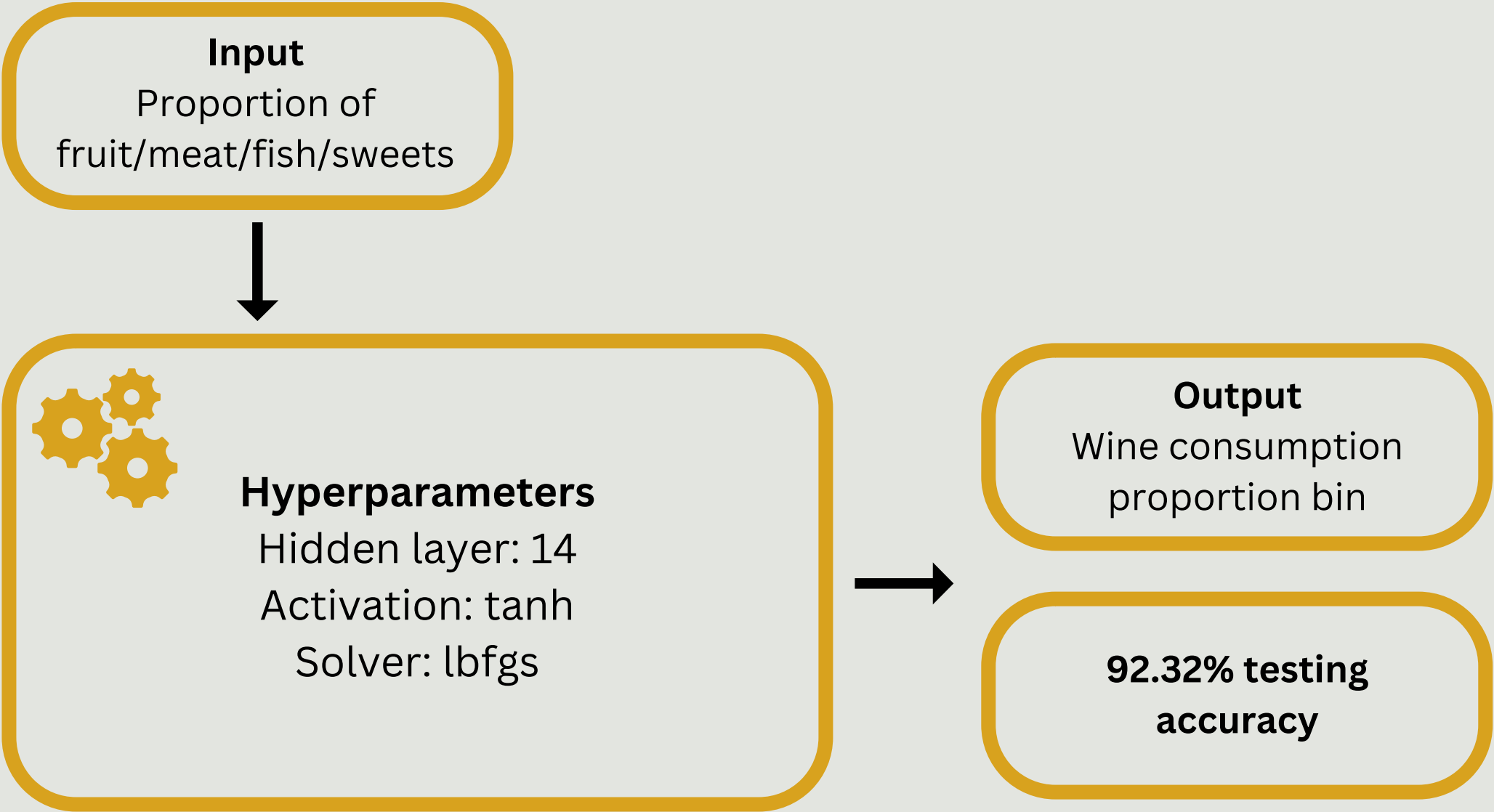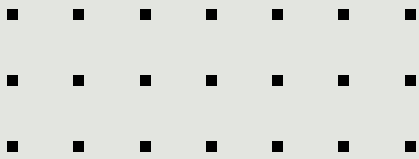OFFER SUGGESTIONS OF WINE THAT PAIRS WITH CERTAIN FOODS CUSTOMERS BUY

PUSH OUT MORE WIND ADS AS THEY ARE "MORE LIKELY" TO PURCHASE WINE

NEURAL NETWORK MODEL

Input
Proportion of fruit/meat/fish/sweets

Hyperparameters
Hidden layer: 14
Activation: tanh
Solver: lbfgs

Output
Wine consumption proportion bin

92.32% testing accuracy

FUTURE STEPS

- Should collect more data on specific food products purchased rather than just general spending habits
    - E.g.different pricing of food; organic/regular/brand name