

Data modeling technique used to achieve different key business insights:

1. Regression: To determine how much customer will spend for different product categories, based on their past spending history.
2. Clustering: Identify and segment customers based on their Gender, Product Preference, and Income.
3. Classification: To derive the relationship between offered discount and increased purchase among the customers and further classify which customer group to target for discount coupon
4. Time Series Analysis: To better prepare on required stock level over weekends for different product categories and to better predict holiday sales on specific product categories (such as Electronics)