



University of New Haven

TAGLIATELA COLLEGE OF ENGINEERING



# PROJECT SHOWCASE

DSCI 6007-02: TEAM 06



# Project Details:



Team Introduction



Business Scenario Overview



Solution Overview



Architecture Diagram



Closing

# TEAM



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# Business scenario overview

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- Provide problem or opportunity statement.
  - Businesses need to get customers to keep coming back. How do they get customers who have already made purchases to make more? We can help these businesses by analyzing their data and providing them with a list of similar products an existing customer may like based on their purchase history.
- Describe solution requirements.
  - The solution needs to provide companies with a list of customers and recommended products for them based on purchase history.

# Dataset

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- We will be using "Consumer Behavior and Shopping Habits Dataset" from Kaggle
- This dataset includes
  - Age
  - Gender
  - Item category
  - Location
  - Size
  - And more!

kaggle

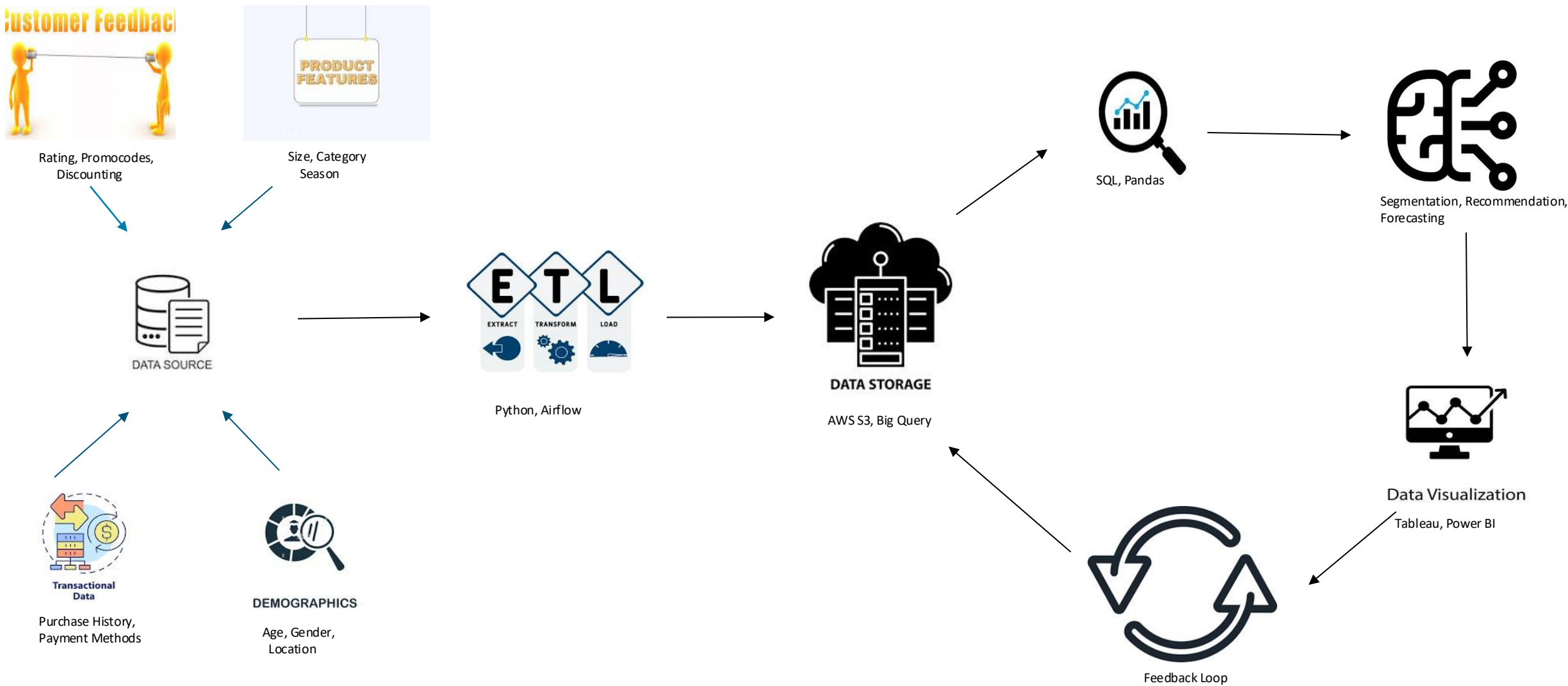
To help us predict future shopping habits

# Solution overview

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- Develop a recommendation system to analyze customer purchase history and suggest similar products.
- The solution will be user-friendly and integrate with existing business systems. Key use cases include personalized recommendations, targeted marketing, and customer retention strategies.
- This approach aims to increase repeat purchases and enhance customer loyalty.

# Architecture diagram of the solution





Thank you!