



INFOMATRIX

COMPUTATIONAL FINANCE

Computational Finance

Project : CUSTOMER BEHAVIOR ANALYSIS

Project Idea:

The project idea is to build a machine learning model for Customer Behavior Analysis that can predict which product a customer will buy and in which country the sale will increase, based on customer behavior analysis. The model will be trained on a dataset containing customer purchase history, product descriptions, and country information.

Tech Stack:

Python , Pandas , NumPy , Matplotlib , Seaborn , Scikit-learn , Decision Tree Classifier , WordCloud

Why are we doing this project:

We are doing this project to help businesses understand customer behavior and preferences, and to identify opportunities to increase sales and revenue. By analyzing customer purchase history and product descriptions, businesses can gain insights into what products are likely to be popular in different regions and tailor their marketing strategies accordingly. This project can help businesses to : Improve customer satisfaction , Boost sales & revenue and Enhance customer retention.

Other Similar Project Ideas:

- Customer Segmentation Analysis :

Develop a machine learning model to segment customers based on their behavior, demographics, and preferences, and identify opportunities to target specific customer groups.

- **Product Recommendation System :**

Build a recommendation system that suggests products to customers based on their purchase history and preferences.

- **Sales Forecasting :**

Develop a machine learning model to forecast sales based on historical data, seasonal trends, and external factors such as weather and economic indicators.

- **Customer Churn Prediction :**

Build a machine learning model to predict which customers are likely to churn and identify strategies to retain them.

- **Market Basket Analysis :**

Analyze customer purchase data to identify patterns and relationships between products, and identify opportunities to cross-sell and upsell products.