

# **Finding the pattern behind the online shoppers purchasing intention.**

Planning to approach this as both clustering and classification problem, understanding the insights based on the demographic data, and the time spent on the different page categories.

Members:

Karthik Kumar Kaiploody (Leading the clustering part)

Naveen Raju Sreerama Raju Govinda Raju (Leading the classification part)

Domain: Ecommerce

Dataset:

<https://archive.ics.uci.edu/ml/datasets/Online+Shoppers+Purchasing+Intention+Dataset#>

Reference:

<https://jurnal-ppi.kominfo.go.id/index.php/jppi/article/view/341>

<https://link.springer.com/article/10.1007/s00521-018-3523-0>