Black Friday Sales Analysis

Description

- A retail company "ABC Private Limited" wants to understand the customer purchase behavior (specifically, purchase amount) against various products of different categories.

- They have shared purchase summary of various customers for selected high volume products from last month.

- The data set also contains customer demographics (age, gender, marital status, city_type, stay_in_current_city), product details (product_id and product category) and Total purchase_amount from last month.

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- Total Observations :233,600

- Variables   : 11

- Key Attributes

  - User_ID /Product_ID

  - Gender/Age

  - Occupation/City_Category

  - Stay_In_Current_City_Years/Marital_Status

  - Product_Category_1/Product_Category_2/Product_Category_3

  - Purchase

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▪Descriptive Analysis

▪Distribution of Key Variables

▪Summary of Key Attributes (inputs and outcome)

▪Exploratory Analysis

▪Outliers Detection/Missing Values

▪Visualization

▪Prediction : Regression – prediction of the purchase amount

▪Conclusion/Recommendation

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