

Google Analytics Customer Revenue Prediction

Predict how much GStore customers will spend

Motivations

The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes. The same principle applies in many businesses and most of the revenue in a business about 80% is produced by small percentage of customers (20%). If we can determine the characteristics of the top 20% of customers (who represent 80% of our sales), we can find more customers like them and dramatically grow the sales and profits. Hence the marketing teams of businesses are challenged to make appropriate investments in designing and implementing the promotional strategies. If we do data analysis in the customer dataset to predict revenue per customer, we can use this information to make better use of marketing budgets for the companies that use data analysis on top of GA data.

Problem Definition

The project 'Google Analytics Customer Revenue Prediction' is taken from the kaggle competition. We need to analyze a Google Merchandise Store (also known as GStore) customer dataset to predict the revenue per customer. This information can later be useful to every business which uses data analysis on top of GA data to design the best marketing strategies.