

Predict Customer Purchase from Browsing Behavior

Enter the details to predict whether a customer will complete a purchase or not:

2008 — +

>

Deploy ⋮

Price Prediction

Enter the details to predict price

Year

2008

- +

Month

1

- +

Day

1

- +

Sequence of clicks during one session

1

- +

Choose Country

Austria

▼

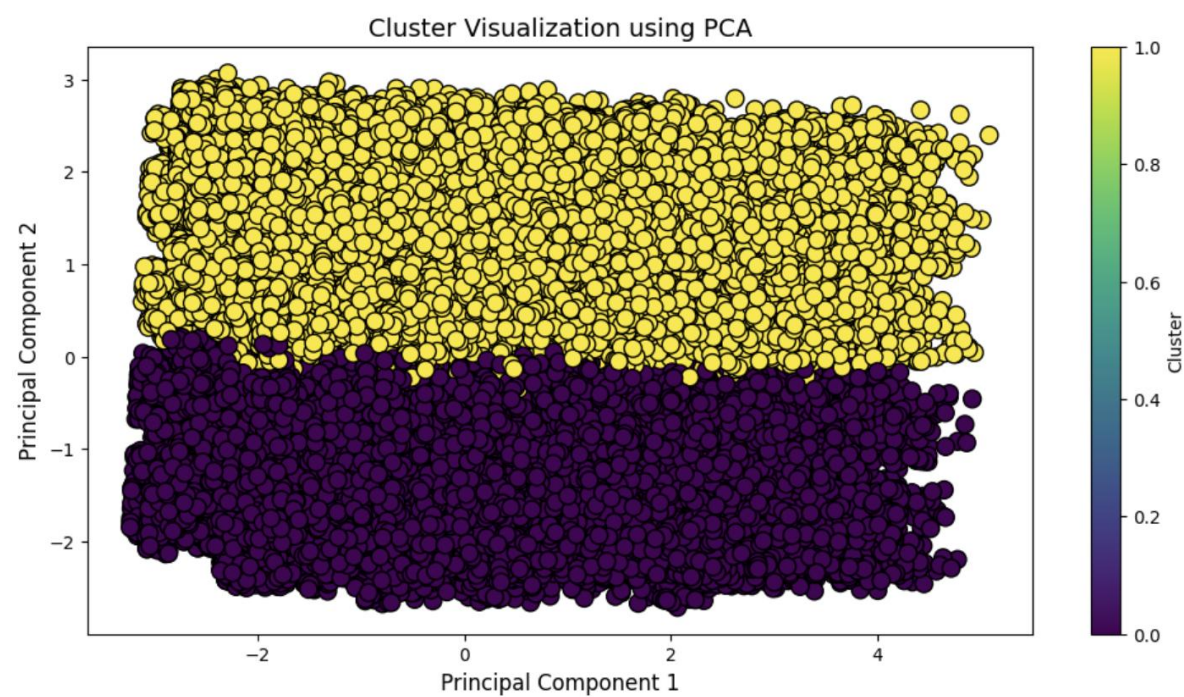
Session ID

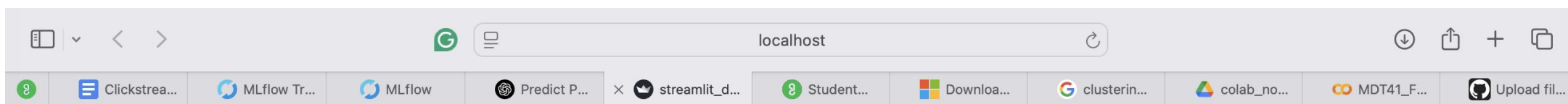
0

- +

MAX_CLICKS

Clustering Visualization





Customer Conversion Analysis for Online Shopping Using Clickstream Data

E-commerce and Retail Analytics

Introduction:

This project develops a **Streamlit web application** that analyzes **clickstream data** to predict purchases, estimate revenue, and segment customers. By leveraging **machine learning models**, businesses can enhance customer engagement, optimize marketing, and boost sales.

Approach:

This project follows a structured approach, from **data preprocessing and EDA** to **feature engineering, model building, evaluation, and deployment via a Streamlit app**, enabling real-time predictions, revenue estimation, and customer segmentation.

Skills Takeaway: