

## Phase-2 Submission

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ENGINEERING AND TECHNOLOGY

**Department:** BIO MEDICAL ENGINEERING

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**Github**

**RepositoryLink:**

<https://github.com/rahamath10/shopping-chatbot-/tree/main>

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### 1. Problem Statement

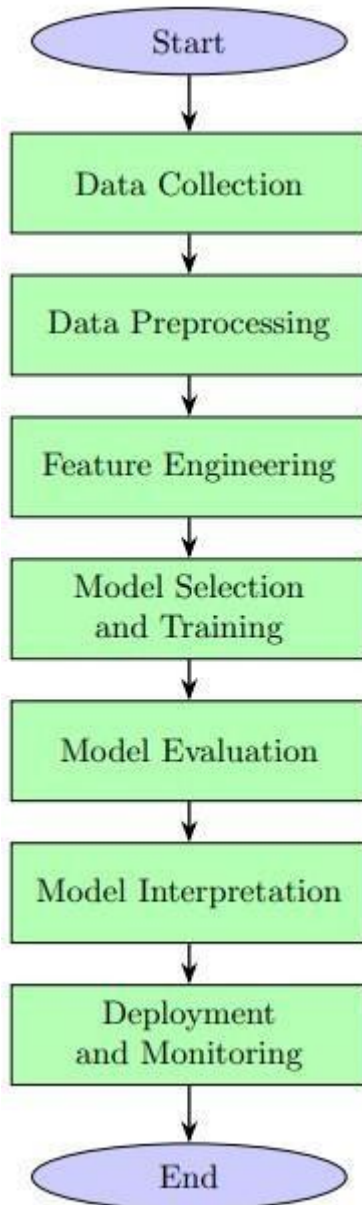
*Customer support is a critical part of the customer journey, yet many companies still rely on inefficient systems, leading to delayed responses and unsatisfactory service. The goal of this project is to develop an intelligent chatbot that can:*

- Understand customer shopping behavior,*
- Provide personalized assistance, and*
- Automate responses to common queries, using historical shopping data.*

## 2. Project Objectives

- Analyze shopping behavior and preferences from historical data.
- Preprocess and engineer features suitable for training ML/NLP models.
- Build a chatbot capable of:
  - Answering product-related queries,
  - Recommending items based on past purchases,
  - Responding to FAQs on orders, payments, and shipping.
- Integrate a machine learning model for personalization.

### 3. Flowchart of the Project Workflow



## 4. Data Description

- *Source: shopping\_trends(e.g., from Kaggle or public APIs).*
- *Type: Text (Unstructured)*

*Rows: 3,900*

*Columns: 19*

*Key Features:*

- *Age, Gender, Location: Demographics*
- *Item Purchased, Category, Size, Color, Season: Product information*
- *Purchase Amount (USD), Review Rating: Purchase metrics*
- *Subscription Status, Payment Method, Shipping Type: Behavioral data*
- *Previous Purchases, Frequency of Purchases: Shopping frequency data*

## 5. Data Preprocessing

- *Removal of URLs, hashtags, mentions*
- *Lowercasing, tokenization, stopword removal*
- *Lemmatization/stemming*
- *Encoding target labels*

## 6. Exploratory Data Analysis (EDA)

- *Word clouds for sentiment classes*
- *Frequency plots*
- *Sentiment distribution*
- *Analysis of text length vs. sentiment*
- *TF-IDF vectors*
- *Word embeddings (GloVe, FastText)*
- *Sentiment scores (TextBlob, VADER)*
- *Part-of-speech tagging features*

## 7. Feature Engineering

Some ideas include:

- **Customer Value Score** = Purchase Amount \* Review Rating \* Frequency
- **Engagement Score** = Previous Purchases + Subscription Status + Promo Usage
- **Seasonal Buyer** = Based on dominant purchase Season

## 8. Model Building


### Algorithms Used:








- **Random Forest Classifier** – To predict product categories. Chosen for its accuracy and ability to handle mixed data types.
- **K-Nearest Neighbors (KNN)** – For recommending products based on similar user profiles.
- **Logistic Regression** – To predict binary outcomes like subscription or promo code usage.


### G Evaluation Metrics:


- **Accuracy** – Overall correctness of the model.
- **Precision & Recall** – Measure relevance and coverage.
- **F1 Score** – Balance between precision and recall.


## 9. Visualization of Results & Model Insights

 Hello! Welcome to our Smart Shopping Assistant.  
*Let's help you with your shopping needs. I'll ask a few quick questions.*

 Age: 28  
 Gender: Female  
 Purchase Amount: \$75  
 Average Rating: 4.2  
 Subscription: Yes  
 Payment Method: Credit Card  
 Previous Purchases: 12

 Let me check some options for you...

 Great news! You're likely to use a promo code. Here's one for you: **\*\*SAVE20\*\***

 Is there anything else I can help you with today?

## 10. Tools and Technologies Used

- *Language: Python*
- *IDE: Google Colab / Jupyter*
- *Libraries: pandas, sklearn, nltk, seaborn, matplotlib, transformers*
- *Visualization: Plotly, matplotlib*

## **11. Team Members and Contributions**

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