Ecommerce Customers Sales Predictions

● ● ●

by Munusamy Minnel Perumal

Prediction for a Company

The company is trying to increase their annual revenues based on:

MOBILE PROJECT

Whether to spend their efforts
on a Mobile

WEB PROJECT

Whether to spend their efforts on web page

About Dataset:

Kaggle: The dataset is from Kaggle
Dataset:
https://www.kaggle.com/teberle/e-commerce-linear-reg
ression/data

DataSet Features:

➢ Email
➢ Address
➢ Avator
➢ Avg. Session Length
➢ Time on App
➢ Time on Website
➢ Length of Membership
➢ Yearly Amount Spent (Our Target)
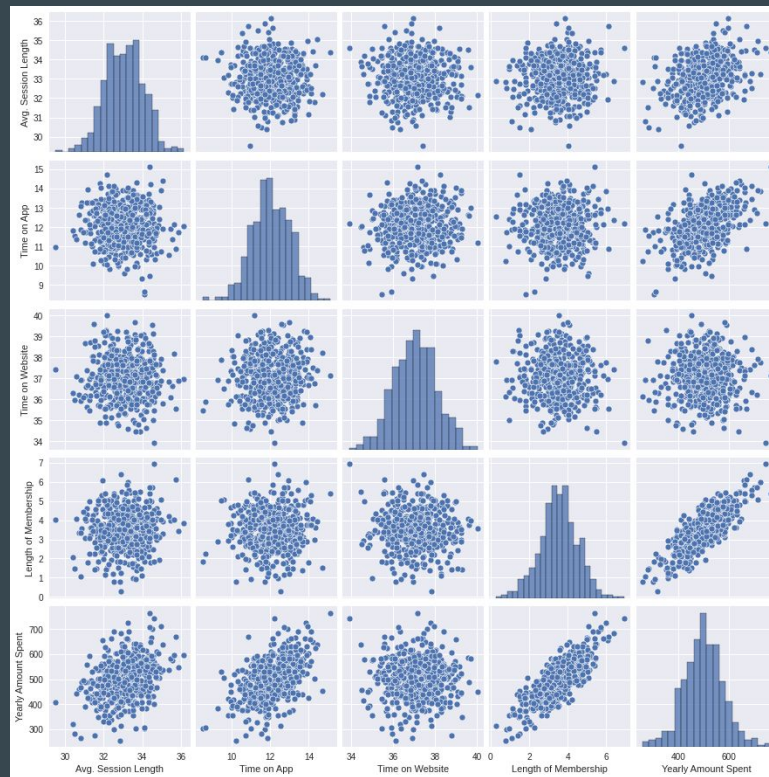
Data Clean Up

Removing the objects columns that is not useful for our predictions.
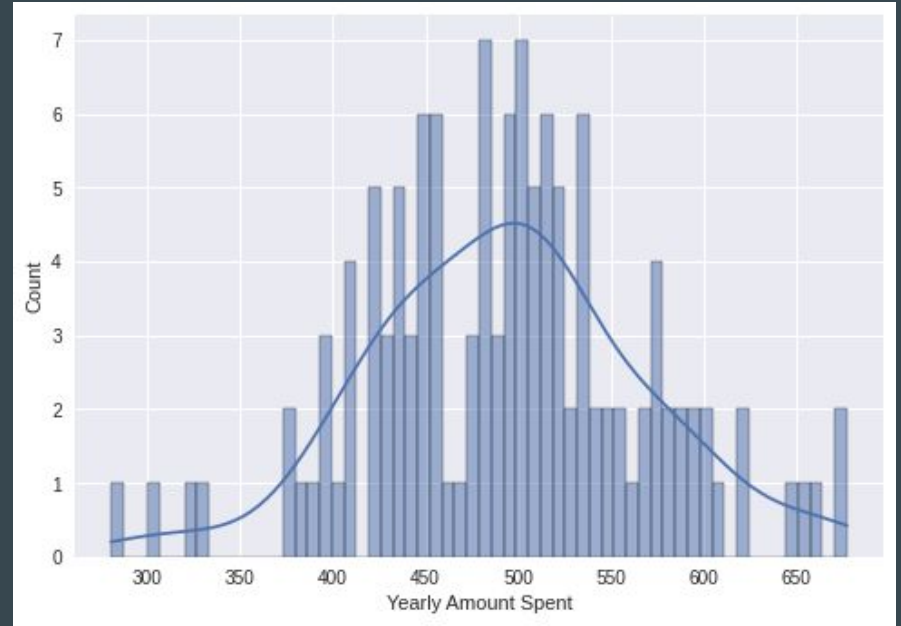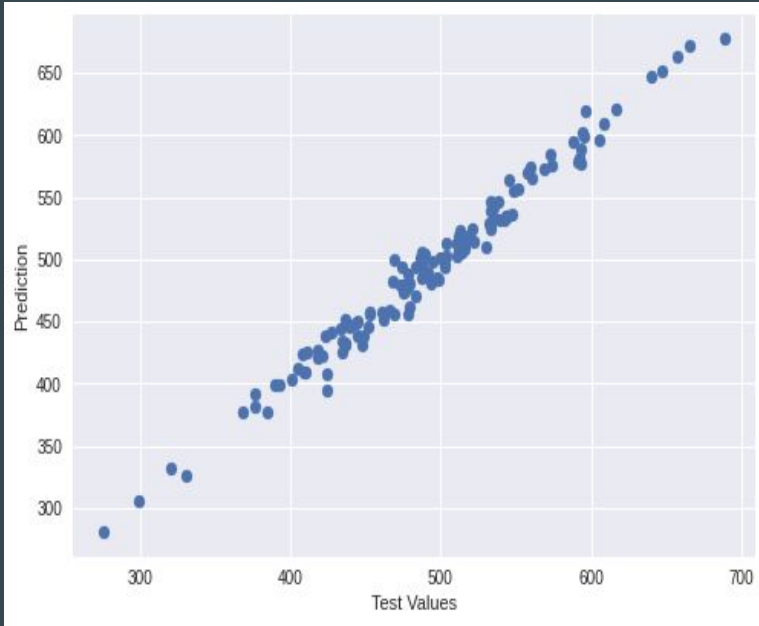
Email, Address and Avator

Correlation Heatmap

PairPlot

➤ Train - 98.52%

➤ Test - 98.06%

➔ Mean Absolute Error: 8.4604
➔ Mean Squared Error: 105.6451
➔ Root Mean Squared Error: 10.2783

Prediction Based on Linear Regression

Conclusion

From this Linear Regression Model to predict the annual revenues whether to focus on the app or the website, I see both are not a great choice to decide. The Length of Membership determines the Annual Revenues.