**Predicting the price of a sale**

**based on customer information**

Machine Learning

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**Introduction:**

Machine Learning has become a great way for companies to gain valuable insights into consumer behavior by making predictions about sales depending on the time of year, location of the store and personal information about their clients, such as age and gender. In addition, when gaining these valuable insights, companies will be able to create and improve strategies to optimize their gains and expenses, in all areas of their businesses. Taking this into consideration, we created a model capable of predicting how much a person is going to spend based on all the information gathered.

**Research data and analysis:**

To start the training model, we chose a dataset called *“Customer Shopping Dataset – Retail Sales Data”*[1]  which analysis the Istanbul Market.

**Conclusion:**

**Bibliography:**

[1] MEHMET TAHIR ASLAN. **Customer Shopping Dataset - Retail Sales Data**. Disponível em: <https://www.kaggle.com/datasets/mehmettahiraslan/customer-shopping-dataset> . Acesso em: 25 maio. 2023.