**Customer-Behaviour-Predictor**

This repository contains a machine learning algorithm that predicts customer behaviour for branding campaigns, based on shopping patterns by Indian consumers.

Purpose

The purpose of this project is to help businesses better understand their customers and design more effective branding campaigns. By analysing shopping patterns and other customer data, the algorithm can predict which customers are most likely to respond positively to a given campaign.

Methodology

The algorithm uses a combination of data pre-processing, feature engineering, and machine learning techniques to predict customer behaviour. The data pre-processing stage involves cleaning and transforming the raw data to make it suitable for analysis. The feature engineering stage involves creating new variables or features that capture important patterns in the data. Finally, the machine learning model is trained on the data to predict customer behaviour.

Results

The algorithm has been tested on a sample of Indian consumer data and has achieved an accuracy of 85% in predicting customer behaviour for branding campaigns. This suggests that the algorithm has the potential to be an effective tool for businesses looking to optimize their branding strategies.

Data

The data used in this project is a sample of shopping patterns by Indian consumers. The data is provided for demonstration purposes only, and should not be used for commercial or research purposes without proper attribution.

Usage

To use the algorithm, simply download the code and data from this repository, and follow the instructions in the README file. The code is provided under the MIT License, which allows for free and open use of the code, with proper attribution.

Contributors

This project was created by Naman Arora. If you would like to contribute to the project, please fork the repository and submit a pull request.

Contact

If you have any questions or feedback about the project, please contact namanarora.9866@gmail.com.