



(/teams/black-friday/create)



(/contest/black-friday/my-submissions/black-friday/lb)



Registered

<b>Starts at</b>	Tue Jul 19 2016 00:00:00 GMT+0530 (India Standard Time)
<b>Closes on</b>	Mon Dec 31 2018 23:59:00 GMT+0530 (India Standard Time)
<b>Mode</b>	Online
<b>Fee</b>	Free
<b># Participants</b>	11704
<b>Prizes</b>	Knowledge and Learning

Contest ends in 105days: 1hours: 11minutes: 53seconds

## About Practice Problem: Black Friday

Nothing ever becomes real till it is experienced.

-John Keats

While we don't know the context in which John Keats mentioned this, we are sure about its implication in data science. While you would have enjoyed and gained exposure to real world problems in this challenge, here is another opportunity to get your hand dirty with this practice problem powered by Analytics Vidhya.

This hackathon aims to provide a professional setup to showcase your skills and compete with their peers, learn new things and achieve a steep learning curve.

Feedback ☐

## Data Science Resources

- You can refer our learning path to learn more about the tools and technologies required to solve Data science problems. You can find it here ([https://trainings.analyticsvidhya.com/courses/course-v1:AnalyticsVidhya+Python-Final-Jan-Feb+Python-Session-1/learning\\_path?utm\\_source=practice\\_problem\\_Black-Friday&utm\\_medium=Datahack](https://trainings.analyticsvidhya.com/courses/course-v1:AnalyticsVidhya+Python-Final-Jan-Feb+Python-Session-1/learning_path?utm_source=practice_problem_Black-Friday&utm_medium=Datahack)).
- Are you a beginner? If yes, you can check out our latest 'Intro to Data Science' ([https://trainings.analyticsvidhya.com/courses/course-v1:AnalyticsVidhya+DS101+2018T2/about?utm\\_source=practice\\_problem\\_Black-Friday&utm\\_medium=Datahack](https://trainings.analyticsvidhya.com/courses/course-v1:AnalyticsVidhya+DS101+2018T2/about?utm_source=practice_problem_Black-Friday&utm_medium=Datahack)) course to kickstart your journey in data science.

## Rules

- One person cannot participate with more than one user accounts.
- You are free to use any tool and machine you have rightful access to.
- You can use any programming language or statistical software.
- You are free to use solution checker as many times as you want.

## Registration Fee

Free

## Problem Statement

A retail company "ABC Private Limited" wants to understand the customer purchase behaviour (specifically, purchase amount) against various products of different categories. They have shared purchase summary of various customers for selected high volume products from last month.



The data set also contains customer demographics (age, gender, marital status, city\_type, stay\_in\_current\_city), product details (product\_id and product category) and Total purchase\_amount from last month.

Now, they want to build a model to predict the purchase amount of customer against various products which will help them to create personalized offer for customers against different products.

## Data

Variable	Definition
User_ID	User ID
Product_ID	Product ID
Gender	Sex of User
Age	Age in bins
Occupation	Occupation (Masked)
City_Category	Category of the City (A,B,C)
Stay_In_Current_City_Years	Number of years stay in current city
Marital_Status	Marital Status
Product_Category_1	Product Category (Masked)
Product_Category_2	Product may belongs to other category also (Masked)
Product_Category_3	Product may belongs to other category also (Masked)
Purchase	Purchase Amount (Target Variable)

Your model performance will be evaluated on the basis of your prediction of the purchase amount for the test data (test.csv), which contains similar data-points as train except for their purchase amount. Your submission needs to be in the format as shown in "SampleSubmission.csv".

We at our end, have the actual purchase amount for the test dataset, against which your predictions will be evaluated. Submissions are scored on the root mean squared error (RMSE). RMSE is very common and is a suitable general-purpose error metric. Compared to the Mean Absolute Error, RMSE punishes large errors:

$$RMSE = \sqrt{\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2},$$

Where y hat is the predicted value and y is the original value.

Please note :

- Public leaderboard is based on 30% of the test dataset, while 70% of the dataset is used for Private Leaderboard.
- The final results would be declared only on Private Leaderboard

📁 Test File (/contest/black-friday/download/test-file)

📁 Train File (/contest/black-friday/download/train-file)

📁 Sample Submissions (/contest/black-friday/download/sample-submission)

Feedback ☐

## Solution Checker

### Code File

No file chosen

### Solution File\* (.csv only)

No file chosen

### Solution Description (max : 180 chars)\*

Do you want to show your code on leaderboard?\*

Yes ☐ No ☐



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