

E-Commerce & Retail B2B Case Study

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Problem Statement

- Analyse the customer transactions data to find different payment behaviours.
- Segregate the customers based on their previous payment patterns
- Based on the historical data, predict the likelihood of delayed payment against open invoices from the customers.
- Draw Business insights .

Available Datasets

- Received_Payments_Data.csv----> Past transactions data
- Data+Dictionary.xlsx ---->Description of Dataset Columns
- Open_Invoice_data.csv ---->Present/future Transactions data

Random forest model

- The Random Forest model was built using following parameters
 - on_time_payments
 - USD Amount
- Accuracy of model = 83.43%

Insights

- Less common currencies are associated with higher late payment rates.
- Action : investigate whether there is issue related to currency in transaction process

Insights

- Most of the customer chooses Wire transfer as mode of payment
- Action : make wire transfer mode more feasible/faster , if possible.

Thankyou