



Multi category Online Store dataset

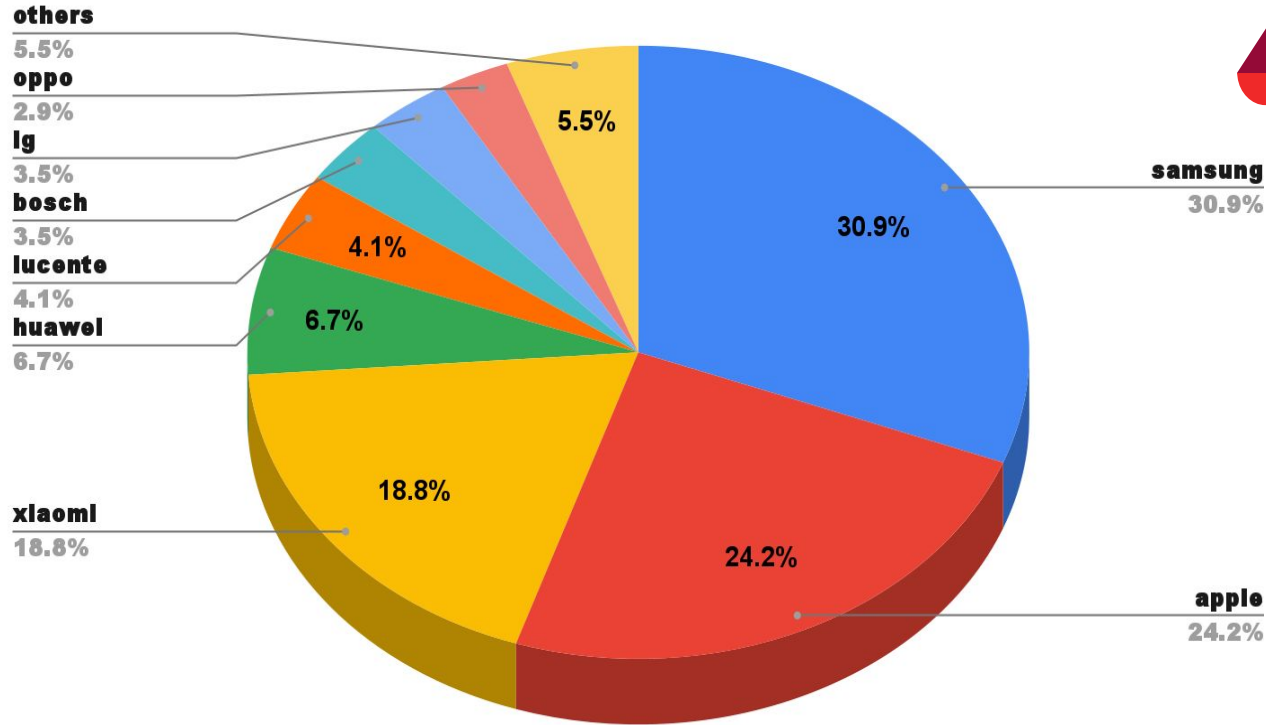
Ghada Ghanem , Rawan Eldalil

Our Insights



1. Top viewed brands

Top 10 viewed brands



2. Top purchased brands

Top 10 most purchased brands

others

5.5%

oppo

2.5%

lucente

2.6%

huawei

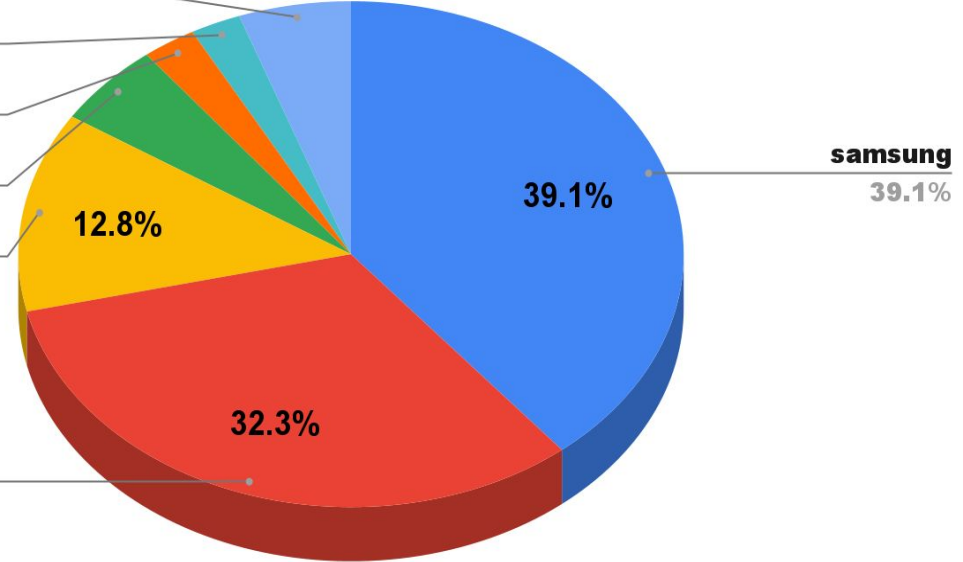
5.3%

xiaomi

12.8%

apple

32.3%



3. Most purchased item per top brands





3. Most purchased item per top brands

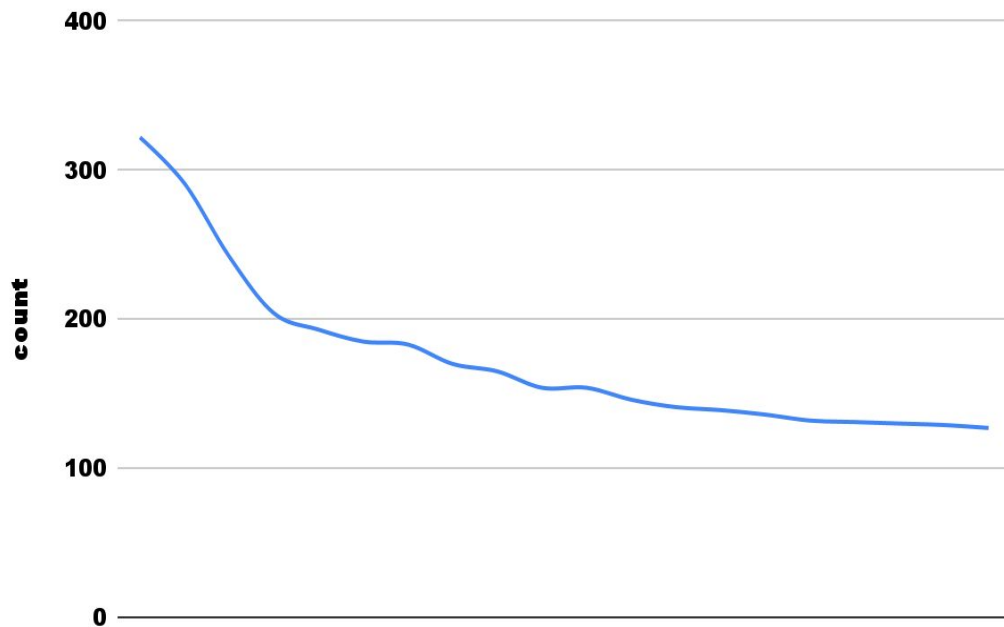
Top Brand	Item name
Lg	Kitchen washer
Acer	notebook



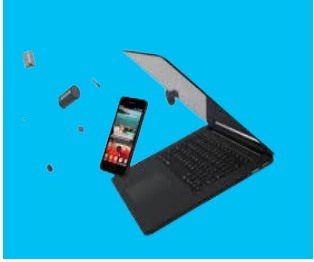


4. Top 20 most purchasing users

Top 20 purchasing users



5. The categories mostly purchased by most active users



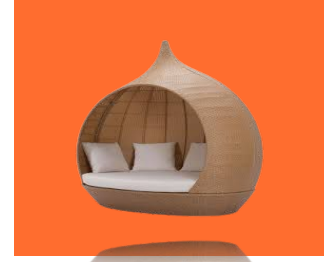
Electronics



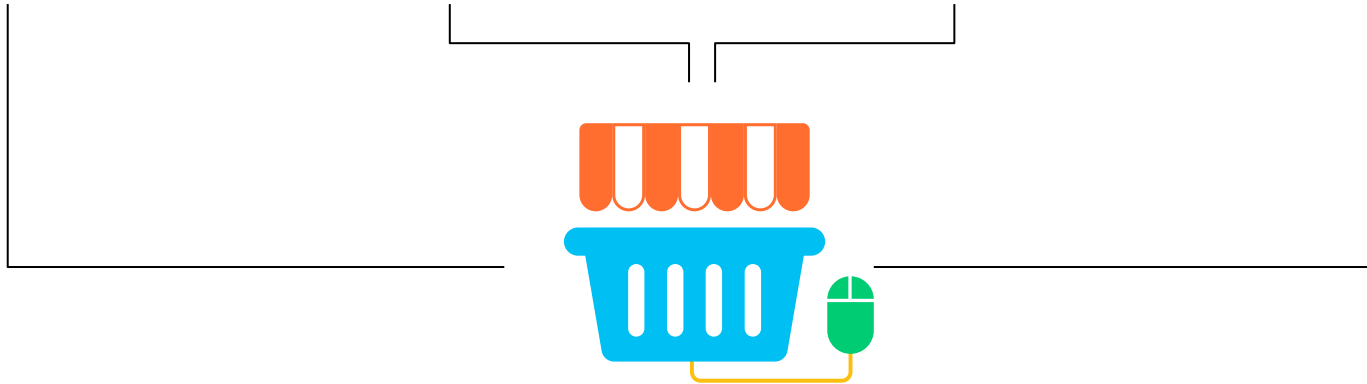
Appliances



Apparel

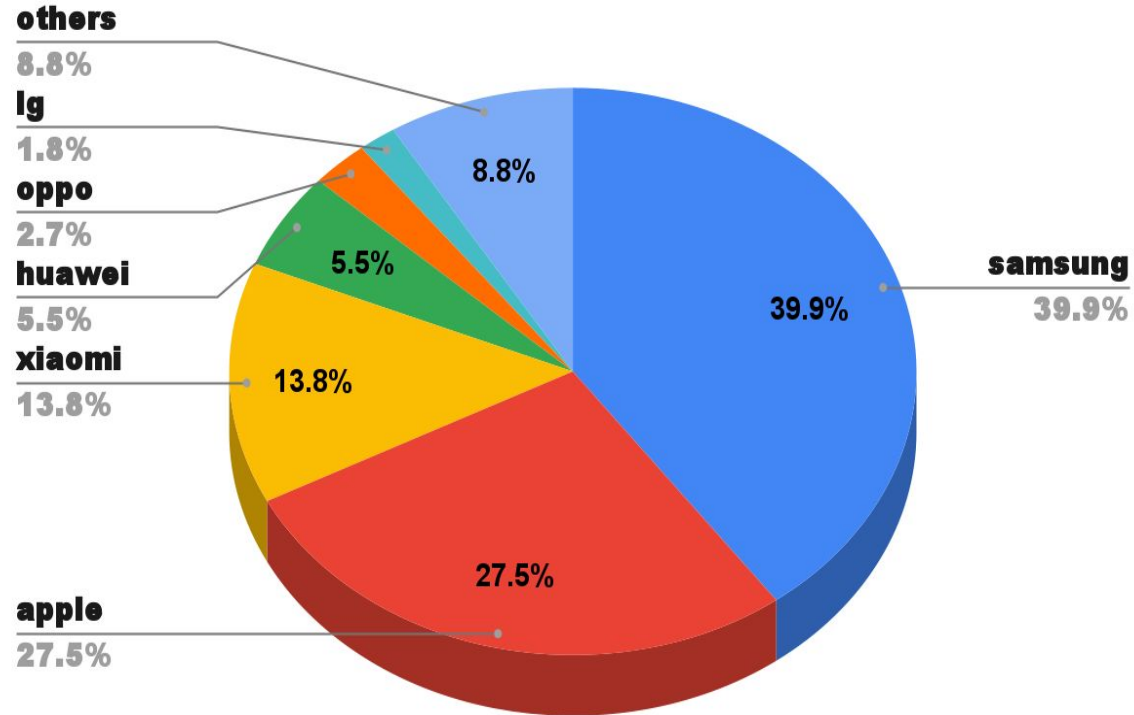


Furniture



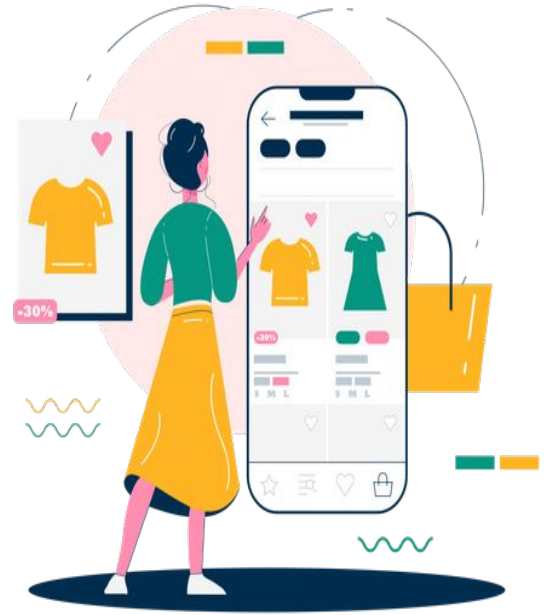
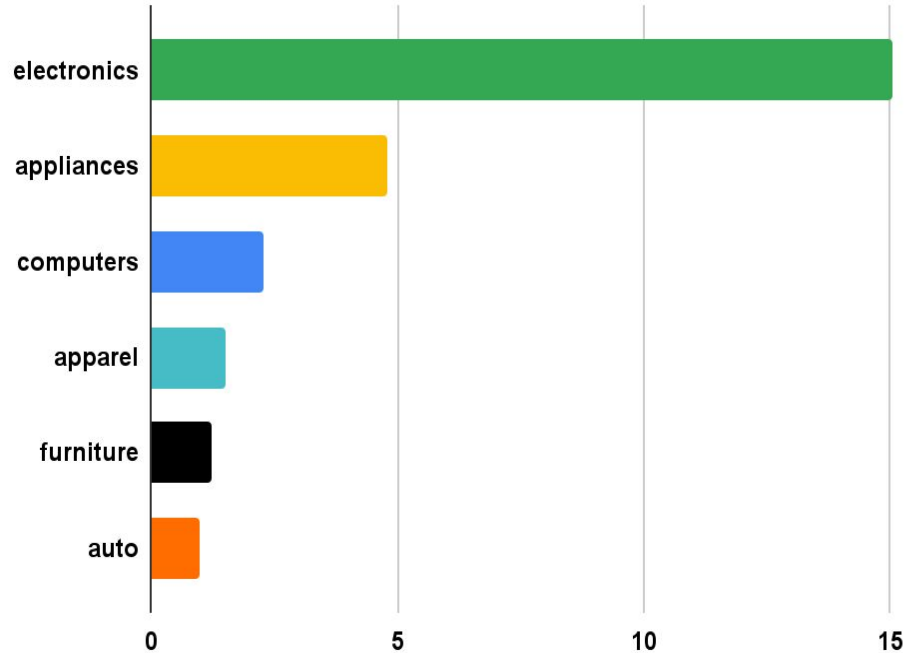


Brands are mostly added to the cart



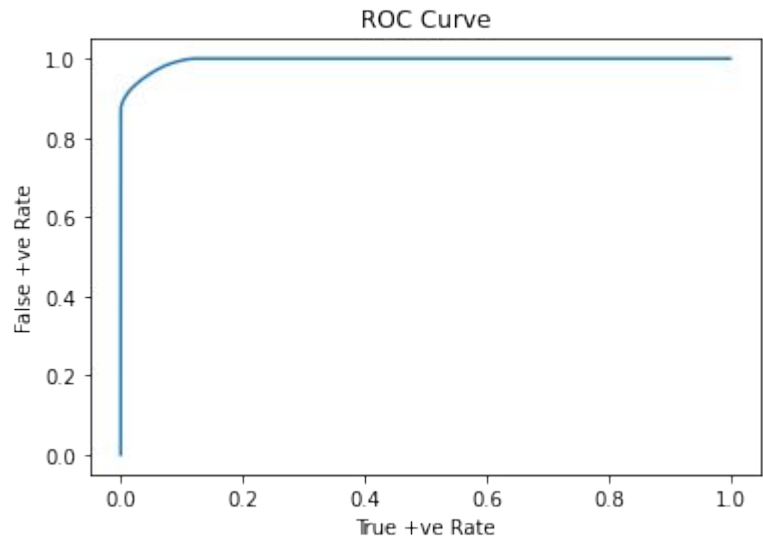
Most viewed categories

Most viewed categories (in order of million)





ML : Predict if the user will buy the added-to-cart product at given time or not



Training ROC: 99.5%



Thanks

AND HAPPY SHOPPING!!