**Project Proposal**

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Objective:

• This project's goal is to do numerous analyses relating to client segmentation, churn, and sentiment analysis.

• The dataset includes historical information on all of the electronic stores in a mall, including the most popular items sold there.

• It includes a variety of variables, such as the minimum and maximum prices of various goods, the currency in which the goods were paid for, etc.

• I chose this dataset specifically because I was curious about it as well as for the project because I find electronics to be quite fascinating, and I thought it would be fun to conduct a detailed analysis on them.

Dataset:

• First, I looked through a number of research publications in search of a problem statement.

• After developing the problem statement, I explored the web for any pertinent information or conclusions. Eventually, I discovered the dataset on Kaggle, which includes enough information to conduct the various intended analyses.

• The dataset was uploaded about three years ago, and the most recent update was made in mid-July. It was contributed by Datafinit's Product database.

• This study will show us which electronic products are most popular on the market and which retailer is selling them.

• The dataset has around 14,000 rows and 18 columns, and it contains both numeric and non-numeric sorts of data.

Problem statement:

• Technology is advancing so quickly these days that people cannot live without it.

• People are becoming more and more devoted consumers of numerous electronic brands, but because the market is so competitive and technological advancements are occurring at such a rapid pace, consumers could quickly stray from the brand they are now using.

• Businesses will stop at nothing to keep people loyal to them, which is why they provide a variety of deals and discounts.

•This particular market research will undoubtedly be helpful the next time someone wants to buy a specific product. My goal is to do a quick yet instructive analysis on the numerous brands and their place in the current market value

Phase of work:

• I intend to conduct the analysis using Python and, if possible, provide predictions about specific parameters that are influenced by these variables.

• I may also utilise analytical tools like tableau or power bi for graphs and charts, which will help to generate geographical maps or other timelines indicating when most products are on sale.

• The data also includes some missing values, which can be handled using the numpy and pandas library in Python.

Expected result:

• Determining the sales of various electronic devices and the hours and days on which such products are sold is my main goal.

• Based on a number of variables, I also plan to forecast the sales or prices of the products.

• Evaluate the market value and costs of various items and the preferences of various client segments for various product categories.

• Evaluate the profits made by various retailers who sell these items as well as the promotions that go along with them. To use the maximum and minimum price columns for various goods.

• Investigate the dataset to discover pertinent insights; use the data to build different machine learning models.

**Link to my dataset**: https://www.kaggle.com/datafiniti/electronic-products-prices