

Overview



Price of cosmetics is affecting the number of purchases made by customers



Find out what price points are causing people to not purchase an item

Data

Dataset

Kaggle Dataset

- eCommerce data Cosmetics Shop
- 3.53 million data points

Dataset contents ■ Time ■ Event_name ■ Price ■ User_id ■ Product_id ■ Session ■ Category_id ■ Category_1 ■ Category_1 ■ Category_2 ■ Brand ■ Category_3

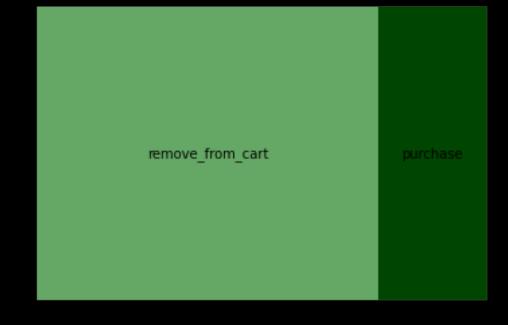
Data Selected

Columns

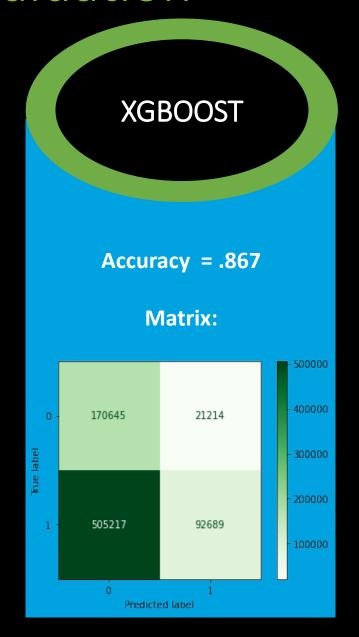
- Event_name
 - Removed_from_cart
 - Purchase
- Price
 - Removed items with a price of 0 <

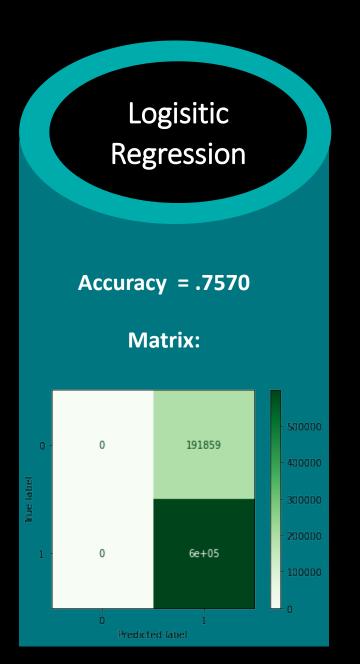
Data Analysis

- Highest priced item: 327.78
- 213,176 items were purchased
- 664,340 items were removed from the cart

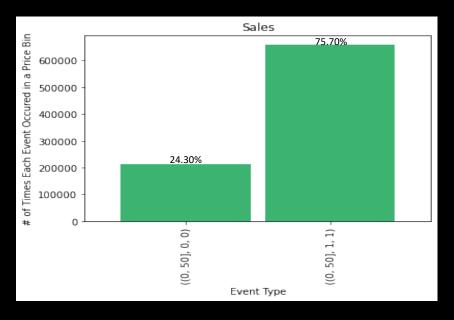


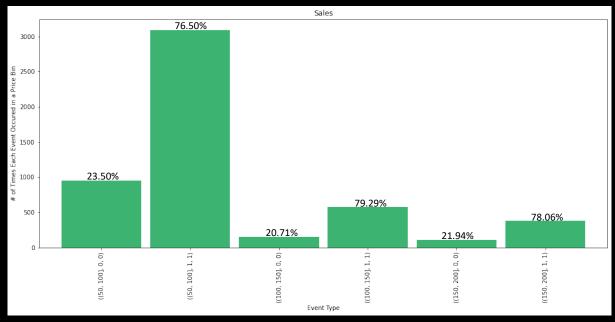
Model Evaluation

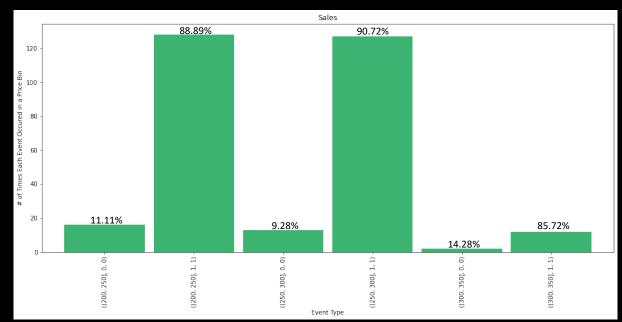




Findings







Recommendations



Findings

Don't sell items above \$200



Next Steps

- Have less of the items priced above \$200
- Look into having a sale on the higher priced items if they are not selling