

## 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 ■ Session ■ Category\_id ■ Category\_1 ■ Category Name ■ Brand ■ Category\_3

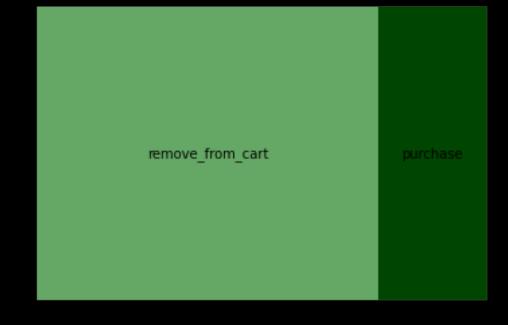
#### Data Selected

#### Columns

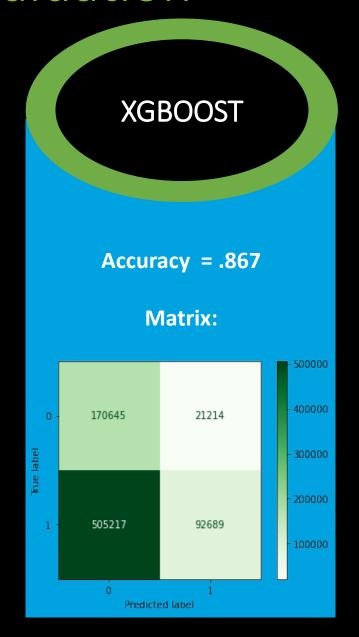
- Event\_name
  - Removed\_from\_cart
  - Purchase
- Price
  - Removed items with a price of 0 <

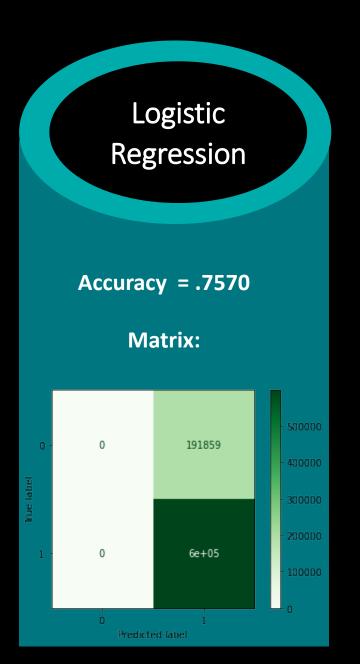
# Data Analysis

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

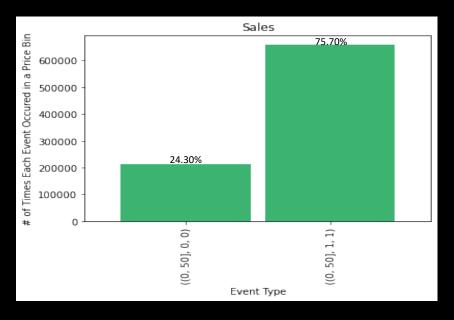


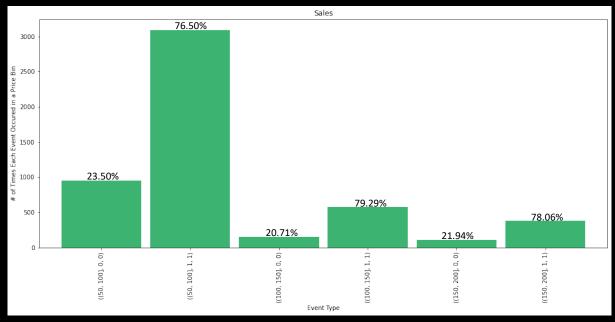
# Model Evaluation

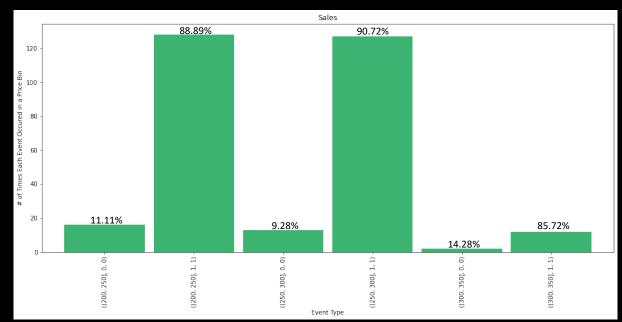




# Findings







## 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