**Analytic plan**

**Initial Hypothesis**

Better use most influential features during classification

**Data**

More than 200,000 the Otto Group products with 93 features, each feature is categorical variable

**Model Planning - Analytic Technique**

Gradient boosting, decision tree, random forest

**Result & Key Findings**

1. Built a predictive model to distinguish main product categories
2. Model’s predictive power is at least as good as currently used techniques by the company
3. Model is invariant to adding new product categories

**Business Impact**

Running the suggested model can help to rise e-commerce revenues at least by 8.8% annually and to reach 6.5 billion euros