**Capstone-2**

***Ecommerce Dataset Analysis***

***Problem Statement-***

Based on the historical purchase record of customer, develop a model to anticipate the purchases that would be made by new customers

***Who is your client and why do they care about this problem?***

This analysis cover all the retail market players. This analysis will help them to find out the purchases which could be done by customers in future and helps them to identify the focus area and explore the customer segmentation and insights.

***What data are you going to use for this? How will you acquire this data?***

This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers

***Approach to solving this problem-***

***Planned Steps-***

1. Basic data preparation

2. Exploring the data content- Basic exploratory data analysis

3. Insight on product and customer categories- Explore the data based on product and customer grouping

4. Classify customer using different ML model to predict the customer future response

6. Testing the predictions done in the last step

7. Provide the brief summary

8. Future exploration- Explore different dataset to deep dive and develop a model to predict the purchase behavior at customer level

***Deliverables-***

1. Python notebook

2. Project Report

3. Project Deck/ppt