

If a product can create the value then customers feel the urgency to purchase the product what increase the sales rate. Over the past decades, the prediction of costumers purchase behavior has been significantly considered, and completely recognized as one of the most significant research topics in consumer behavior researches. While we attempt to measure the response of purchase intention to the contextual factors such as customers' age, gender, location and income, product price, and sale promotion.

In our project, we will analyze this type of data and consumer behavior. The price of a product depends on its quality and whether it is in demand and which customer wants it. If we understand that this customer has a demand for this product, then if we promote it to him, then the value of this product will increase. Day by day marketplace shift in online so it is necessary to analyze the consumer behavior for online product promotion and create product value in the online market place.

I will do the project with machine learning as much as I have knowledge and skills.

I think there are lots of research and paper on our topic and we just start it and it will take some time. I think we will finish it in this semester time.