

**Brainstorm**
& idea prioritization for the topic:
Online Shoppers Intentions Using ML

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything

we have used this template in our own brainstorming sessions so our team can unleash their imagination and start shaping concepts even if we're not sitting in the same room.

👤 30 minutes to prepare
👥 3-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 30 minutes

Team gathering

Define who should participate in the session and send an invite. Share relevant information or give work ahead.

Set the goal

Think about the problem you'll be focusing on solving in this brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to set a happy and productive session.

[Open article](#)

Team members:

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Defining our problem statement

How can we effectively identify and articulate the problem we aim to solve? This question emphasizes the crucial first step in any problem-solving process, ensuring a clear and focused approach to finding solutions and hence we are here at a team to put forward the problem statement

🕒 5 minutes

mission

The primary goal is to predict whether online shoppers will make a purchase or merely engage in window shopping. It involves utilizing classification algorithms like Logistic Regression, Random Forest, and k-Nearest Neighbors to analyze customer behavior.

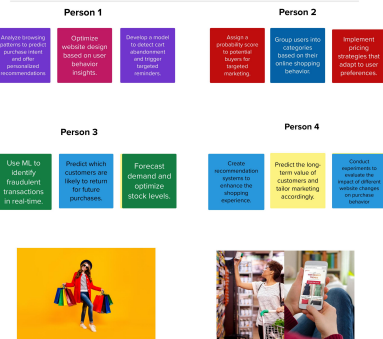
Key rules of brainstorming

Think on trends and productive sessions

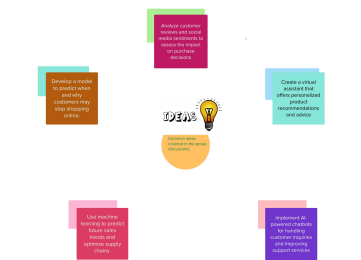
- 🗣️ Share in topic
- 💡 Encourage wild ideas
- 👂 Listen to others
- 👍 Deliver judgments
- 🕒 Go for volume
- 🔄 If possible, be visual

Brainstorm
Here we write down the ideas that come to our mind that address the problem statement.

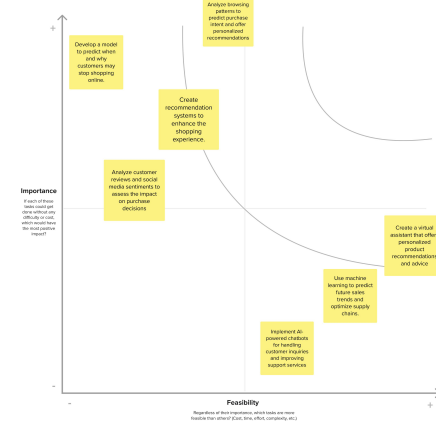
🕒 30 minutes

**Group ideas**
Taking turns sharing our ideas while clustering similar or related notes as we went on. Once all sticky notes have been grouped, we give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, we have tried and observed if we can break up into smaller sub-groups.

🕒 30 minutes

**Prioritize**
Our team should sit at be on the same page about what's important moving forward. We have tried place our ideas on this grid to determine which ideas are important and which are feasible.

🕒 30 minutes

**After you collaborate**
You can export the mural as an image or pdf to share with members of your company who might find it helpful.**Quick add-ons**

Show the mural
Share a screenshot of the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PDF or PNG to attach to emails, include in slides, or save to your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
[Open this template](#)

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
[Open this template](#)

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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