Analysis of BlackFriday Sales Data

Problem Statement:

A retail Company wants to understand the customer purchase behaviour (specifically ,purchase amount) against various product of different categories during Black Friday sales.
Dataset contains the purchase summary of various customers for selected high volume products from last month.

The data set also contains customer demographics (age, gender, marital status, city_type, stay_in_current_city), product details (product_id and product category) and Total purchase_amount from last month.

Now, they want to build a model to predict the purchase amount of customer against various products which will help them to create personalized offer for customers against different products.

Benefits of Analysis to Client:

Such Analysis may help company in solving business problem:

- To build strategic advertising plan for personalized offer for customers against different products.
- To get an understanding of supply and demand perspective of business i.e most purchased item
- Also to recommend items based on purchase history of other customers with similar interest

Data:

Dataset contains the joint data from Kaggle.

https://www.kaggle.com/mehdidag/black-friday

Approach of reaching to solution:

1.Download ,Checking and cleaning data

2.Exploratory Analysis and Data visualization techniques wherever necessary

3.Build suitable Prediction model

Deliverables:

Final Report,Jupyter Notebook,Powerpoint presentation,Blogging