# Executive Summary

The Purpose of the analysis was to find the gender of the people visiting the Iconic website and use that information to run more targeted campaigns without compromising their privacy. This way, the customer will be able to control their privacy and while still allowing us to tailor our offerings more suitably to our customer’s needs.

To do that, I created a number of new features and use them to find customer segments using K-Means clustering technique and then use the clusters in Random Forest algorithm to predict and infer customer gender. Following this approach, I was able to predict the gender with very high accuracy. At this point, majority of our customer are females and that’s our core audience. We have to focus more on people having high female items ratio, women apparel items ratio and men footwear items ratio. Anyone buying those items are highly likely to be females. The more details are included in detailed explanation of the process folder.