Big spark Ecommerce dataset example data use  
  
My proposal for this is to build a simple **fraud detection model**. This is a classic ML problem that directly addresses the suspected\_fraud column in the data.

**1. Data Exploration and Foundational Engineering**

The first step is still data exploration and cleaning, but with a focus on preparing the data for a model. I will use **Python** with **Pandas** and **Scikit-learn** in a **Jupyter Notebook**, which is excellent for iterative development.

**Identified Quality Issues to Address:**

* **Missing Values:** The suspected\_fraud column has missing values. I'll need to decide how to handle this. Since it's our target variable, the best practice is to remove these row. This is to have a clean target variable for supervised learning.
* **Inconsistent Formatting:** The country\_code column has inconsistent casing (gb, GB, UK). I will standardize these to a single format (GB) and handle the missing values by creating a new category like Unknown.
* **Data Types:** I will ensure the order\_date column is converted to a proper datetime format for potential time-based feature engineering.

**Engineering a Reproducible Environment:** To demonstrate good engineering practices, I have started by setting up a virtual environment and creating a requirements.txt file listing all the libraries used (pandas, scikit-learn, etc.).

**2. The "Something Interesting" Part: The ML Pipeline**

For this we will build an example ml model trained from the data set data with a test, train split of the data. The steps for this are listed below

* **Feature Engineering:**
  + I'll create new features from the order\_date, such as the **day of the week** or **month** of the order, as fraud patterns can be cyclical.
  + I'll also consider extracting the email **domain** from the email column to see if certain email providers or domains are more associated with fraud.
* **Model Building and Evaluation:**
  + **Data Split:** I'll split the data into training and testing sets to properly evaluate the model's performance on unseen data.
  + **Baseline Model:** I'll create a simple baseline model (e.g., a Logistic Regression classifier) to establish a minimum performance target (haven’t done this in this example).
  + **Candidate Models:** I'll choose a more sophisticated model, like a **Random Forest** or **Gradient Boosting** classifier, which are well-suited for tabular data and can handle the data's inherent class imbalance (fraud cases don’t happen that often).
  + **Evaluation Metrics:** Since fraud data is often imbalanced (far fewer fraudulent transactions than legitimate ones), I will not rely on accuracy alone. Instead, I will use more appropriate metrics like **Precision**, **Recall**, and the **F1-score**.

**3. The "ML Engineering" Aspect: From Model to Production**

Going ML

* **Code Structure:** The project is a single script model\_train\_test\_serve.py that houses loading the data, feature engineering and training the model. This also houses serializing the model using pickle ready to be used for inference.
* **Deployment:** The model is deployed then loaded from the filesystem and with inference post data (that is one-hot encoded) a prediction is made. I have created a simple FLASK REST API endpoint (‘/predict\_fraud’) that takes new order data as input and returns a fraud prediction. This can then be served to a live application.

Final submission is a jupyter notebook that showcases the process of data cleaning and exploration to building a production-ready model. Complete with code, explanations and a clear rationale for every decision. This showcases an example of a full lifecycle of an ML project.