**ASSIGNMENT-5**

**Analysis on CUSTOMER PURCHSE PREDICTION**

**Step-1:**

Download the dataset –customer purchase dataset. And upload it in jupyter.

**Step-2:**

Import the following modules:

-numpy

-pandas

-Matplotlib.pyplot

-seaborn

-display, Html

-check\_output

**Step-3:**

Read the data.csv file

**Step-4:**

Cleaning and preparing the data

-FORMATING

The columns “InvoiceDate” , “order\_canceled”

-HANDLING MISSING VALUES

Removing negative values and replacing with nan values in the “Quantity” column.

**Step-5:**

Data Visualization

We analysis on “Frequency of order by Month” from 12 /2010 to 12/2011.

Similarly, we also done the analysis on “Frequency of order by **day, hour, Weekday, hour of day “ .**

**Step-6:**

create new columns to the dataset with the above analysis concepts.

**Step-7:**

Based on the analysis of the dataset we identify that the products which are sold at First buy and Reorder in particular to the every month of the year from 12/2010 to 12/2011.

HIGHEST ORDERS :

* By the analysis, We find out that the more orders on the products are placed on the month 11/2011.
* Highest orders received in the 49th week.
* In order to the days in month 10th day has highest orders.

LEAST OREDERS:

* Least orders on the products are placed in 02/2011.
* With respect to the week 51st week got less orders.
* In order to the days in the month 31st day less orders.

**DONE BY-**

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