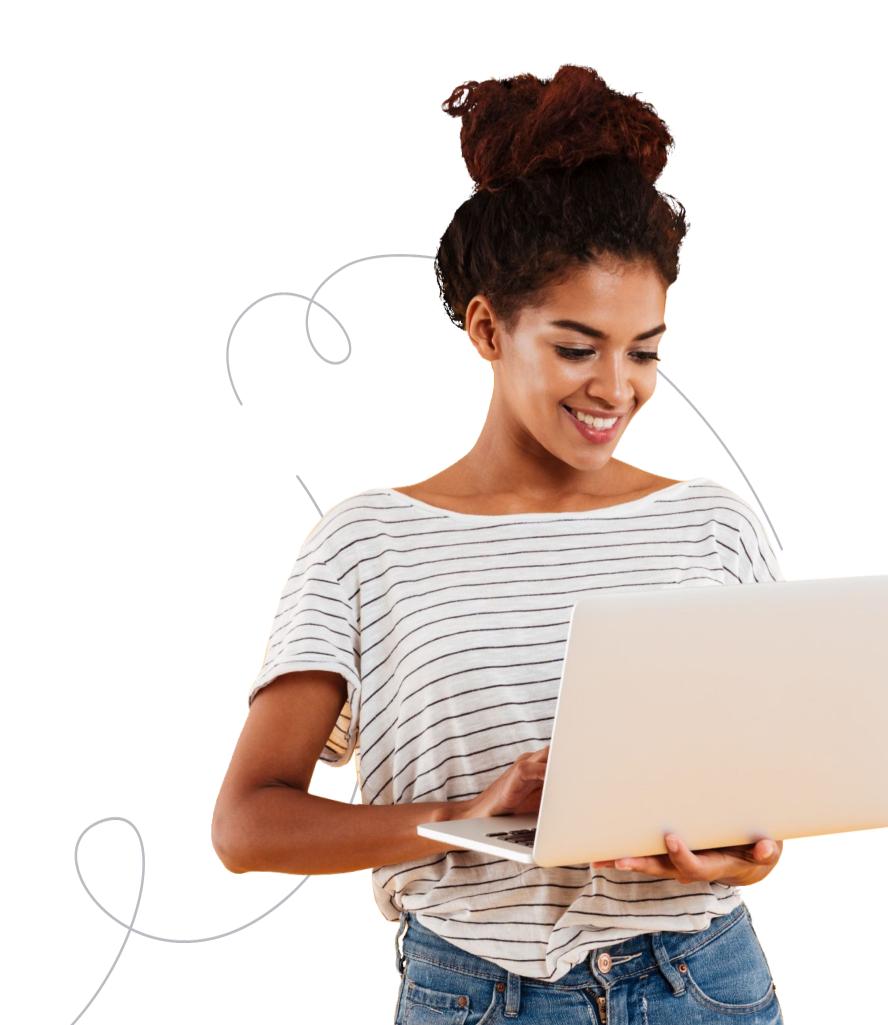**Practicum**

Final Project

E-Commerce: Identify Consumer Profiles

- The household goods store **Everything Plus** needs analysts to help us eliminate drabness and distribute coziness to every corner of the galaxy. Our tasks for the near future are to identify consumer profiles.

- **Client: "Everything Plus: Plus a Little Bit More!"**

- **Task:**

  - Segment users based on their consumer profiles

    - Carry out exploratory data analysis.

    - Segment the users based on purchase history.
    - Feel free to implement your own ideas for segmenting users.
    - Think about how segmentation could help you develop more personalized offers for different users.
    - Try to form segments on the basis of what users buy.
    - You can analyze their purchases and segment the goods depending on the product category they belong to.

    - Formulate and test statistical hypotheses.

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Data Description

- The dataset contains the transaction history of Everything Plus, an online store that sells household goods.

- The file ecommerce_dataset_us.csv contains the following columns:

- InvoiceNo — order identifier

- StockCode — item identifier

- Description — item name

- Quantity

- InvoiceDate — order date

- UnitPrice — price per item

- CustomerID

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References

- Make a list of 5-10 sources (documentation, articles) that you used while working on the project. Provide brief explanations about the questions each source helped you answer.

- Prepare a presentation with your findings. You can use any tool you want to make the presentation, but you must send it as a PDF. Put the link in the body of the main project.

Feedback

- Please provide your feedback for this session:

https://docs.google.com/forms/d/e/1FAIpQLSdpOApg14wXeVHcKEoKsEKr1fDoaX6XHNe9eb6hbqltlDgVCg/viewform

Thanks
for joining us.
See you!

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