



# Predicting Online Shoppers Purchasing Intension

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## Introduction

### *E-commerce*

E-commerce, the activity of buying and selling products online, is one of the many fields revolutionized by data science. One of the essential goals for e-commerce companies is to increase purchase conversion rates, i.e. the percentage of website visitors who complete the purchase at online stores. To achieve this goal, e-commerce companies as well as researchers in academia have devoted efforts in analyzing and modeling the behaviors of webpage users. Especially in recent year, there has been a trend in research to use machine learning methods to predict the behavior of users.

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## Cleaning & Outlier Detection