

Prediction of Customer Purchase Intension

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Abstract: *Predicting customer behavior in the context of e-commerce is becoming more important because of the shift from visiting physical businesses to online shopping that has occurred in recent years. By enabling a more tailored shopping experience, it can boost consumer happiness and sales, leading to improved conversion rates and a competitive edge. Models for forecasting consumer behavior can be created using and supplementing customer data. This study examines machine learning models that are used by a significant German clothes shop to forecast a purchase, which is an important use case. By undertaking a descriptive data analysis and individually training the models on the distinct datasets, this study goes beyond just comparing the performance of the models on sequential and static customer data. three distinct algorithms in total.*

Keywords: Gesture, flex sensor, microcontroller

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