

Prediction of Consumer Purchase Intension

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Abstract: *The change in recent years from physical store visits to online purchasing has made it more crucial than ever to predict client behavior in the context of e-commerce. It can increase consumer satisfaction and sales by offering a more customized purchasing experience, improving conversion rates and giving businesses a competitive edge. Customer data can be added to and used to build models for predicting consumer behavior. In this study, a big German clothing shop uses machine learning models to forecast a purchase, which is an important use case. This study goes beyond simply evaluating the performance of the models on sequential and static customer data by conducting a descriptive data analysis and individually training the models on the various datasets. Total of three different algorithms.*

Keywords: SVM, Customer Purchase Intention, Dataset, Machine Learning.

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