Don’t sell cheap!
Buyer behaviour prediction

Semester project

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Description

Predicting what a user of e-commerce website is planning on buying is extremely valuable. Imagine Amazon giving you discount for a phone you have decided to buy but haven’t yet put into your basket! The goal of this project is exactly that, experimenting and developing different approaches for such prediction.

You will be given a collection of sequences of click events; click sessions. For some of the sessions, there are also buying events. The goal is to predict whether the user (a session) is going to buy something or not, and if he is buying, what would be the items he is going to buy. The data represents six months of activities of a big e-commerce businesses in Europe selling all kinds of stuff such as garden tools, toys, clothes, electronics and much more.

This project is to be done as a solution for the RecSys challenge, machine learning competition where different teams compete against each other. Each team tries to make the best prediction and is able to compare results with other teams. You can find more information at

http://2015.recsyschallenge.com/

Tasks

1. Familiarize yourself with state-of-the-art recommendation algorithms.

2. Select a subset of algorithms most suitable for this particular problem.

3. Implement & evaluate the selected approaches.

4. (optional) Extend existing approaches or design methods specifically tailored for such task.