# A Dynamic Big Data Prediction Model of

E-Commerce Customer Purchasing Behaviour

Customer Behaviour Prediction Model Building Solution

In the era of big data, based on the data from the dynamic purchasing behaviour of e-commerce customers, our solution uses Clicking, Shopping Cart and Favourite volume as the main key variables to conduct real-time purchasing intention regressive analysis for predicting next customer purchasing time of different customer clusters during their different purchasing cycles, so that e-commerce enterprises can timely and appropriately push their product marketing information to right customer clusters with coming greatest purchasing potential. For e-commerce providers, this instant method of predicting the time of next purchase is innovative, fast and effective. This solution can construct a series of models for predicting the purchasing time of different stages of purchasing cycle for different e-commerce customers and customer clusters.
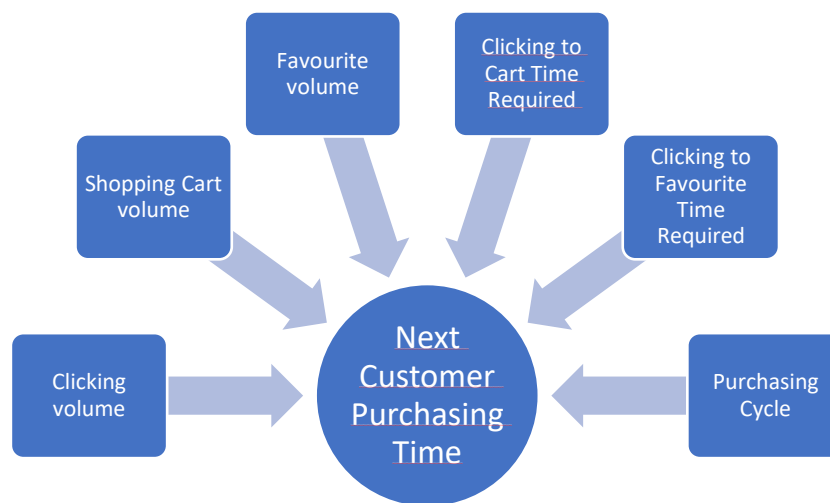
Samuel Suen
SS Data Limited
Email: Samuel.suen@ssdata-hk.com
Website: www.ssdata-hk.com
HK Tel: +852 91085418 & CN Tel: +86 13113012006
WhatsApp: samsuenhk & Wechat : samsuenhk