

# Heuristic approach to online purchase prediction based on internet store visitors classification using data mining methods

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**Abstract:** Last years research gave some preliminary results in approaches to customer online purchase prediction. However, it still remains unclear what exact set of features of data instances should be incorporated in a model and is enough for prediction, what is the best data mining method (algorithm) to use, how stable over time could be such a model, whether a model is transferable from one online store to another. This study is focused on a heuristic approach to dealing with the problem under conditions of such theoretical and methodological diversity in order to find a quick and inexpensive first approximation to the solution or at least to find useful patterns and facts in the data.

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