

## **Abstract**

The project is undertaken at Symbiosis Institute of Geoinformatics, The Company of Coffee is the Starbucks. conveys a proposal to clients of the portable application, when at regular intervals. A deal can be simply a notice for a beverage or a real proposition, for example, a markdown or BOGO which helps in producing new text for this task.

This undertaking discusses the idea of business procedure is a complicated idea and incorporates the drawn-out objectives of a business, its general vision and mission. of its drawn-out objectives. The acknowledgment of a procedure has other positive aspects for the organization, as it facilitates the dynamic cycles, the activities and the places of the organization in its inside and outer market and towards its rivals". Consequently, in the current case, Starbucks is thinking about more noteworthy market development overall and to zero in its technique on the improvement of additional nations.

The project's main objective to analyze the data provided from the Starbucks company and to build a predictive model for the improvement of the promotion strategy of the company.

**Keywords: Machine Learning, XG Boost Algorithm, Smote Analysis, Uplifting Modeling, RFM Analysis.**