

## **Identification of Mislabeled Products Using Machine Learning for an Online Retail Analytics Company**

### **ABSTRACT**

The aim of the project was to investigate the suitability of a machine learning algorithm in identifying mislabeled products within the company's databases. The analysis conducted involved identifying the contributing factors of mislabeled products, merging data sets, and training multiple supervised machine learning algorithms, using the statistical package R. These algorithms were evaluated using a variety of performance metrics and a suitable algorithm was selected. The results indicate that the recommended machine learning algorithm will find the mislabeled products to a high degree of accuracy.