Presented by
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Team: N/A
Topic of Interest

- Surveys from Edmunds.com have shown that a clear majority of shoppers (64%) value the importance of both price and time.
- To make car purchase easier, it’s very important to reduce the total amount of time customers spend shopping and increase efficiency in the process.
- We are primarily interested in what factors may influence the total amount of time customers spend on Edmunds website before they actually submit a lead, especially with the use of mobile devices.

  - response variable: tot_dwell_time
  - explanatory variables: age (demographic), msrp (type of car), clk_total (ads), dealer_distance (research scope), fuel (personal preference), credit_worthiness (income level), mobile (binary)
Model & Analysis

Model: generalized linear regression (exponential regression)
Transformation: log y (a cutoff of 70% for more reliable results)
Regression results:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>clk_total</td>
<td>0.344</td>
</tr>
<tr>
<td>dealer_distance</td>
<td>0.0435</td>
</tr>
<tr>
<td>age</td>
<td>-0.0193</td>
</tr>
<tr>
<td>msrp</td>
<td>0.00506</td>
</tr>
<tr>
<td>mobile</td>
<td>0.314</td>
</tr>
</tbody>
</table>
Conclusion & Suggestion

- Coefficient of mobile is positive
- Studies have shown that 80 percent of people think that multi-device usage enhances the vehicle shopping process; 57 percent think that multi-device usage shortened the purchase process (contradiction)
- Improve mobile using experience for customers
- There is not enough variables about customers in the dataset
- We can’t determine whether a visitor is a multi-device user
- It might be useful to create a sign-in system on Edmund’s website

Reference: AutoTraders.com
THANK YOU!