

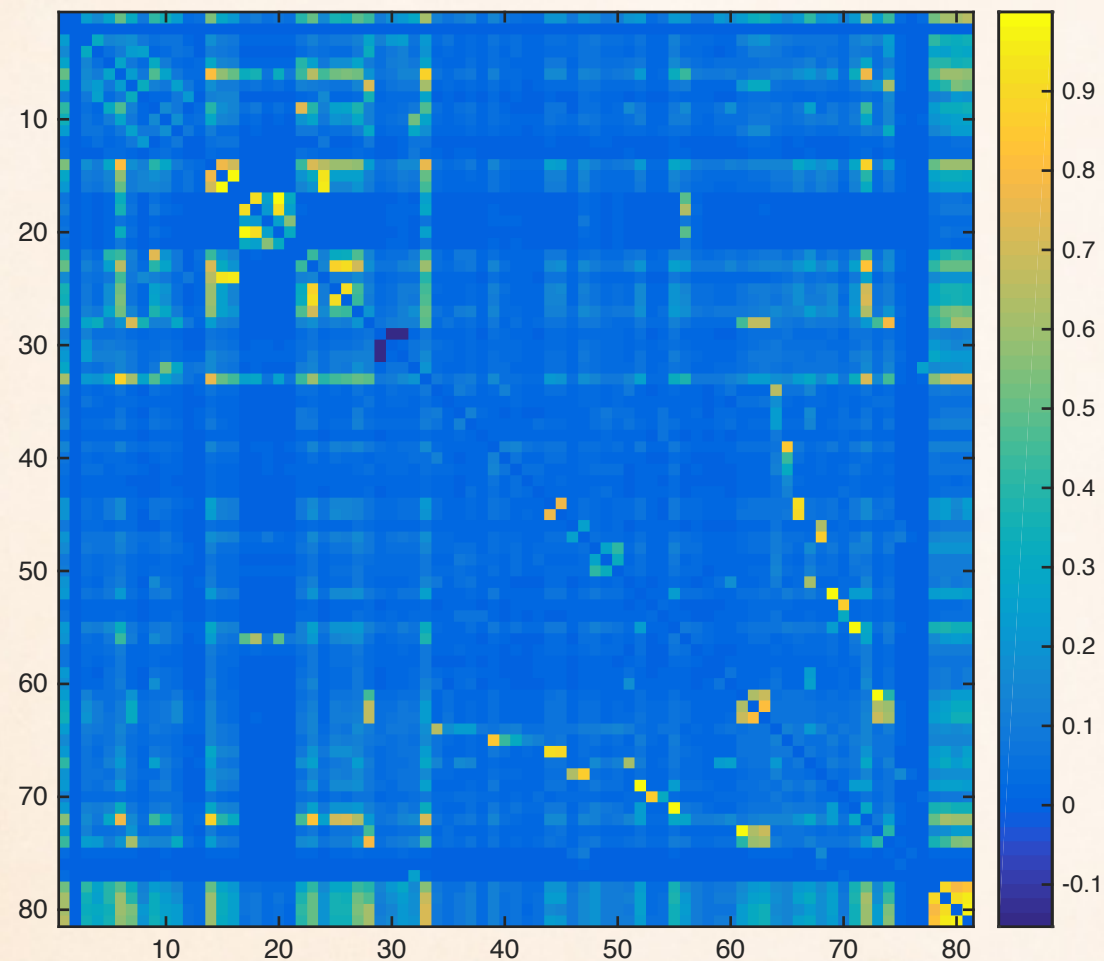
EDMUNDS TRAFFIC DATA EXPLORATION



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The relationship between features

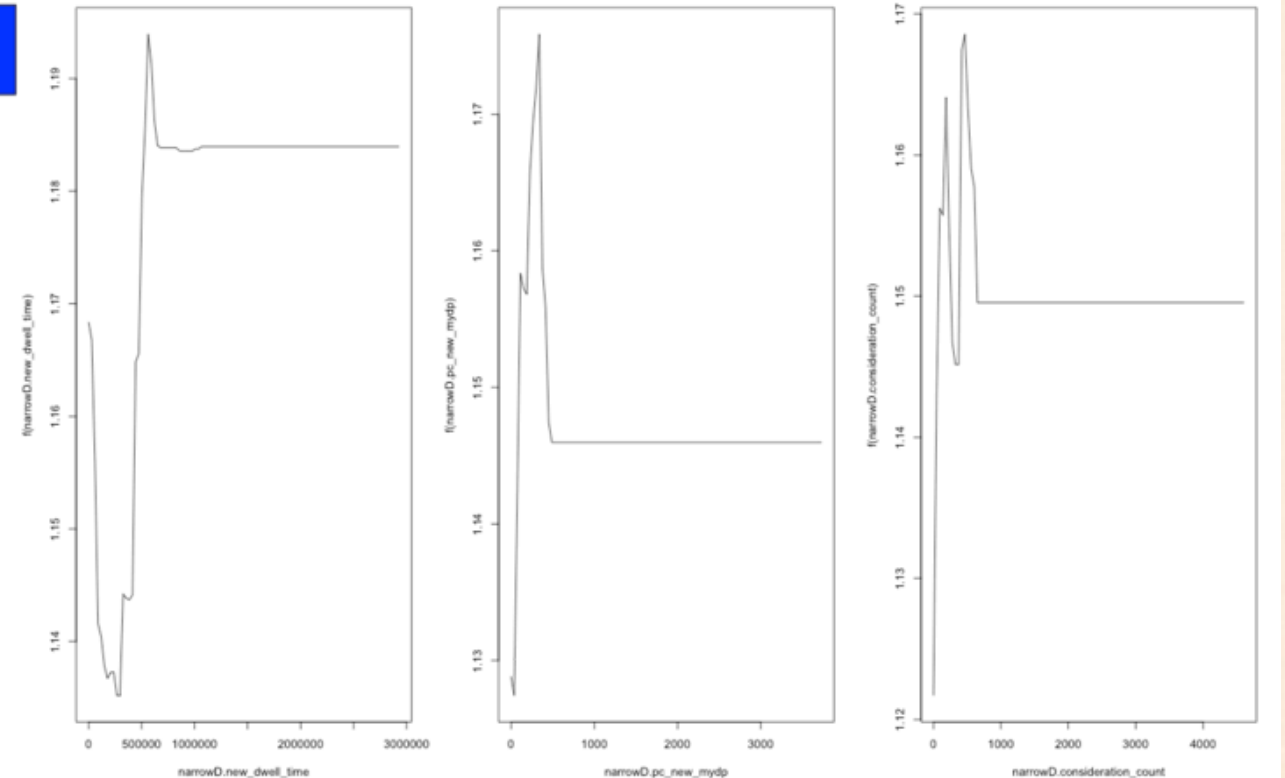
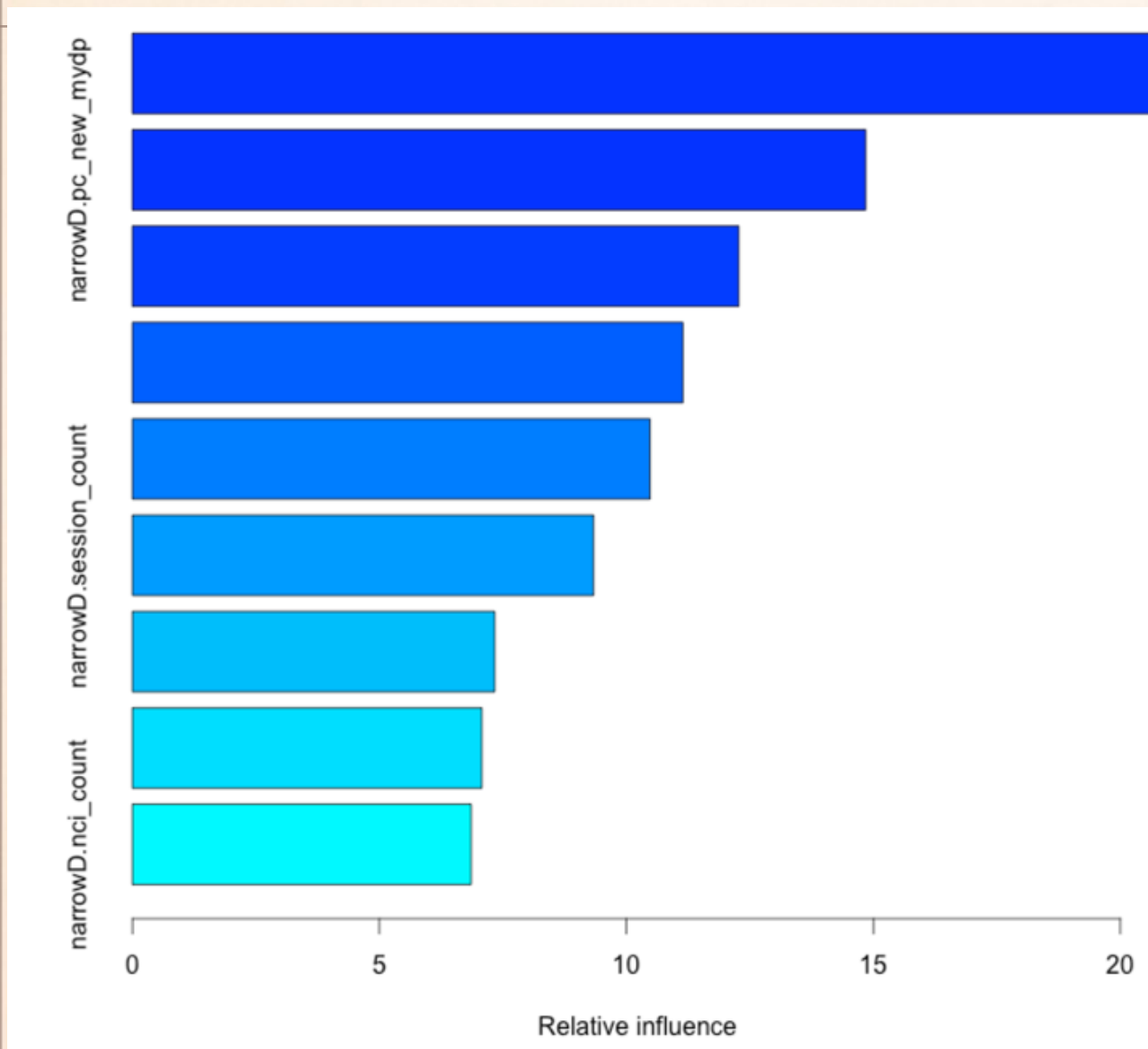


Feature I	Feature II	
consideration_count	configuration_count	0.78
configuration_count	nci_count	0.99
nci_count	new_leads_count	0.95
configuration_count	new_leads_count	0.93
consideration_count	new_leads_count	0.65

Boosting Prediction Model

Response variables: binary 0, 1, means purchase or not

Predictors: 9 variables, includes session counts, new page views and new dwell time.



	0	1
0	6265	995
1	35	5

test error rate: **0.17**

Further Improvement

- ❖ Data Transformation and Random Data Imputation
- ❖ Propensity Score Matching
- ❖ Sophisticated Customer Clustering
- ❖ Other Possible Model: Bayesian Hierarchical Clustering and Bayesian Discrete Choice Model
- ❖ DBA Definition