

Edmunds.com: *Characterizing Profit-Generating Customers*

StatSquad

Callie Mao, Kelvin Niu, Xirui Liu

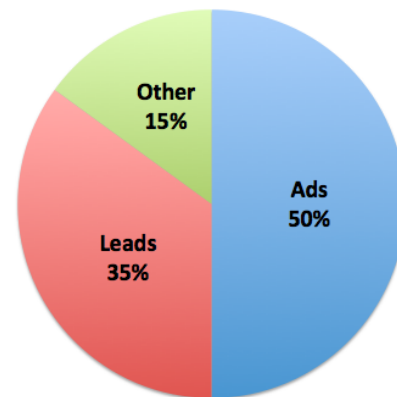
User Interaction

- Profit Breakdown
- Characterize factors from both user interaction information and macroeconomic data that influence number of leads submitted and ad efficiency

Average leads per user	3.140
Average Ad Efficiency (# ad clicks/# ad views)	.155%

- Comparison of how these factors apply in mobile vs. computer platforms
- Build models that can provide insights into characterizing profit-generating customers for optimizing user interaction in the future

Edmunds.com Profit Breakdown



Leads

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	6	5968.578	994.763	1805.602
Error	132787	73156.533	0.551	Prob > F
C. Total	132793	79125.111		<.0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	0.4503188	0.014018	32.12	<.0001*
used_flag	-0.079442	0.004837	-16.42	<.0001*
lassistance	0.0104903	0.00218	4.81	<.0001*
lconsiderationcounts	0.1931138	0.002245	86.02	<.0001*
Adclicks/Adview	0.702968	0.158006	4.45	<.0001*
gasprice	-0.074014	0.003801	-19.47	<.0001*
lmodelcounts	-0.0351	0.003173	-11.06	<.0001*

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	6	24317.77	4052.96	7396.619
Error	541209	296554.32	0.55	Prob > F
C. Total	541215	320872.09		<.0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	0.446991	0.006921	64.58	<.0001*
used_flag	-0.072446	0.002382	-30.42	<.0001*
lassistance	0.0066659	0.001074	6.20	<.0001*
lconsiderationcounts	0.1915732	0.001106	173.18	<.0001*
Adclicks/Adview	0.3051716	0.079183	3.85	<.0001*
gasprice	-0.072994	0.001879	-38.85	<.0001*
lmodelcounts	-0.029466	0.001564	-18.84	<.0001*

Ad Efficiency

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	5	0.125549	0.025110	151.0955
Error	132788	22.067449	0.000166	Prob > F
C. Total	132793	22.192999		<.0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	0.0067547	0.000243	27.82	<.0001*
lassistance	0.0000134	3.785e-5	0.35	0.7234
lconsiderationcounts	-0.000929	0.000039	-23.88	<.0001*
lmodelcounts	0.0007414	0.000055	13.46	<.0001*
gasprice	-0.00063	0.000066	-9.54	<.0001*
used_flag	-0.000742	0.000084	-8.84	<.0001*

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	5	0.566767	0.113353	701.9756
Error	541210	87.393315	0.000161	Prob > F
C. Total	541215	87.960082		<.0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	0.0070761	0.000118	59.75	<.0001*
lassistance	-1.282e-5	1.844e-5	-0.70	0.4869
lconsiderationcounts	-0.000948	0.000019	-50.04	<.0001*
lmodelcounts	0.0007462	2.683e-5	27.81	<.0001*
gasprice	-0.000686	3.224e-5	-21.28	<.0001*
used_flag	-0.000835	4.087e-5	-20.44	<.0001*