Tailored Car Shopping Experience
Data Analytics on edmunds.com

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Personalized Car Research
Sweet user experience

Study the Data
Perform well-designed machine learning algorithms to understand users' demand to make precise recommendations.

Customer-Driven
Create meaningful, individualized, and customer-driven interactions by taking into account all the information you have.

Browsing History
By tracking users' browsing history, a large dataset of user information can be created.

Understand Users
Provide the most considerate services to customers. You’ve already known what they need without asking.

Raise Conversion Rates
Raise conversion rates when you engage individual buyers dynamically with coordinated, relevant information.

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Data Analysis
understanding data with machine learning algorithms

1. Data Transformation:
   a. Focus on leads and visitors
   b. Create categorical variables
   c. Normalize ordinal variables

2. Neural Network:
   a. Unsupervised learning
   b. NN can detect hidden patterns

3. Training and Testing:
   a. 1 layer with 25/100 nodes
   b. Use 60% of data for training
   c. Use 20% of data for testing

4. Cross Validation:
   a. Rest 20% of data is used
Enhanced Ads and Mobile Experience

Customized User Experience
Car models that are most likely of their interest will be recommended. As a result, we improve user experience by helping them find the right car much faster and easier than ever before.

Increasing Mobile Traffic
We anticipate a trend that mobile devices will become the first gateway to the internet.

Precise Advertising
With a better understanding of users’ preferences, instead of traditional passive advertising, edmund.com is able to help car makers precisely deliver the right ads to the right customer population, and eventually, increase their sales.
Questions and Answers

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GitHub: git clone https://github.com/willllll/DataFest2015.git