

# Zespół 5:

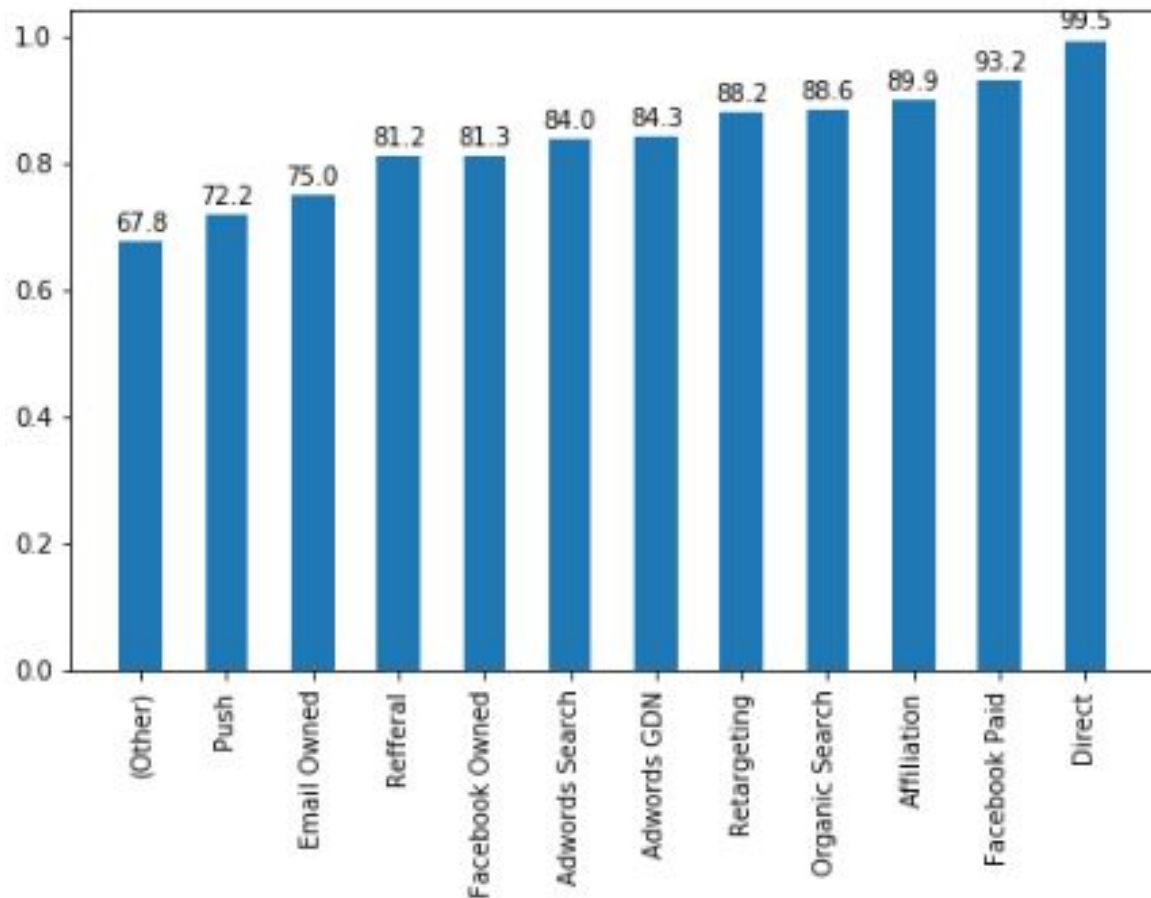
**Ilona Bednarz**

**Mateusz Doliński**

**Jan Kościółkowski**

**Rafał Wójcik**

## Który kanał marketingowy miał największy odsetek kliknięć?



# Podział na segmenty

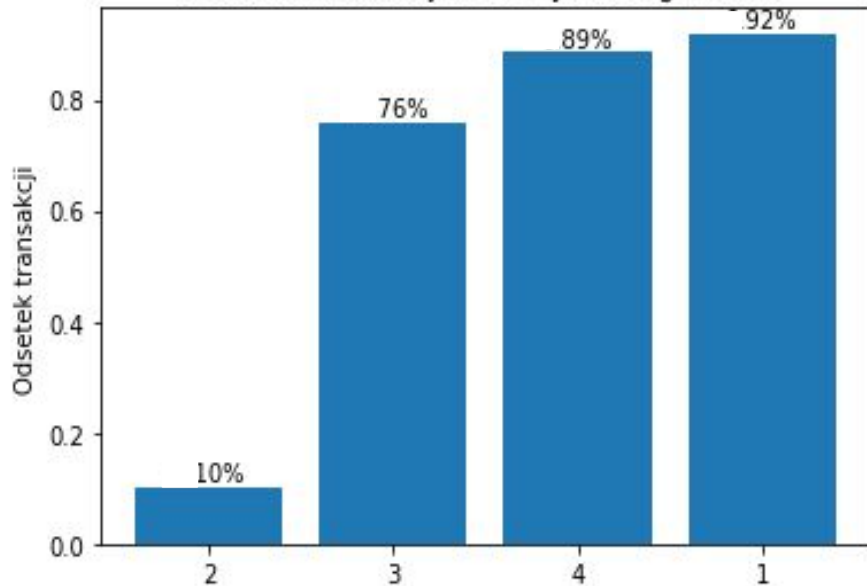
Segment 1: landing\_page\_length <= 1.5, population <= 25k

Segment 2: landing\_page\_length <= 1.5, population > 25k

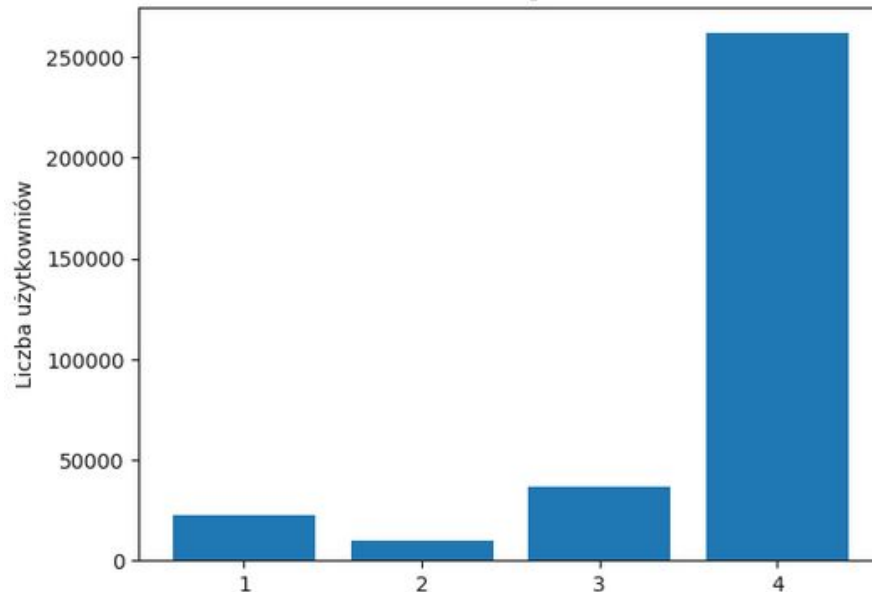
Segment 3: landing\_page\_length > 1.5, channel = 'Email Owned'

Segment 4: landing\_page\_length > 1.5, channel != 'Email Owned'

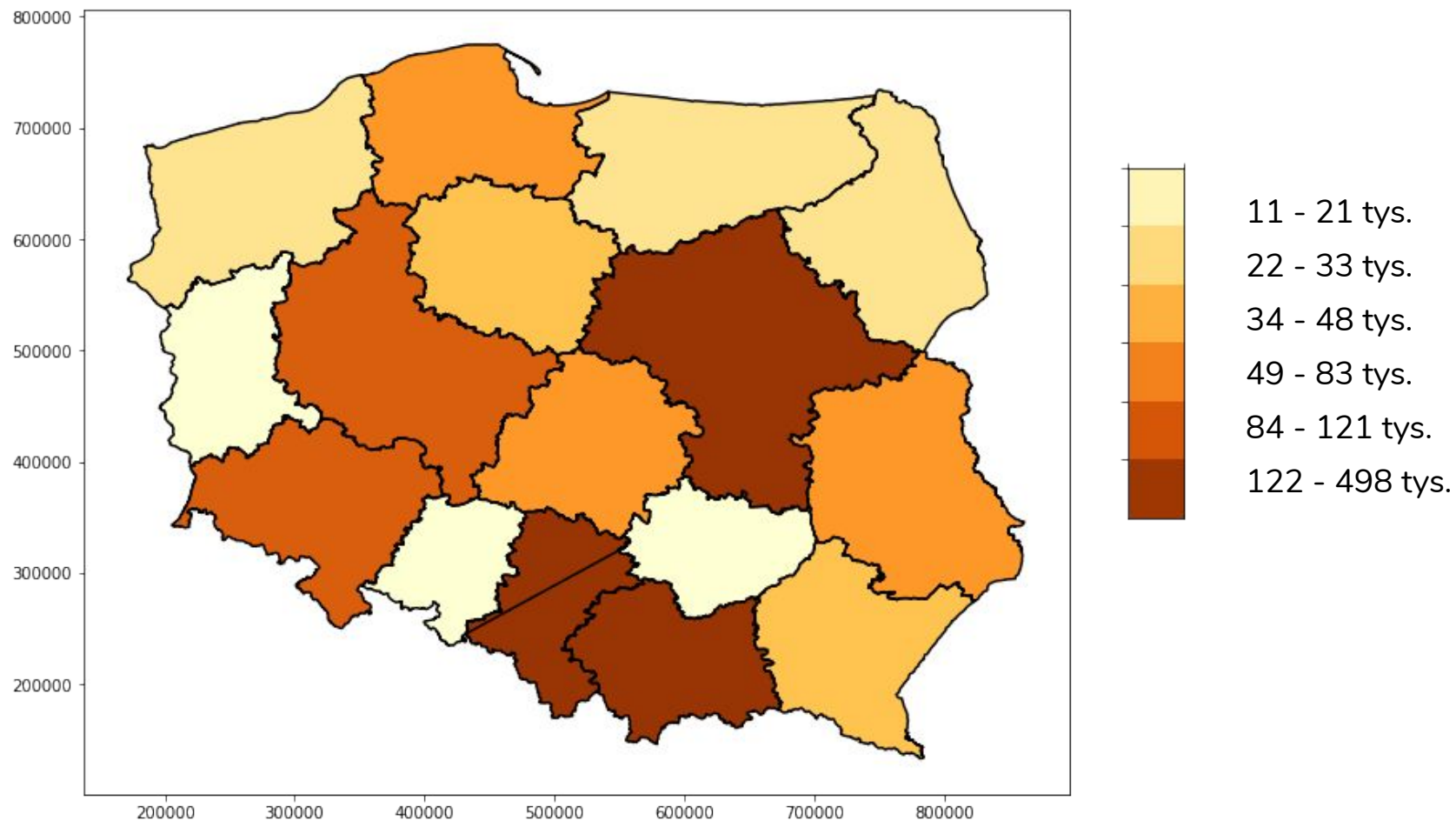
Odsetek transakcji w każdym z segmentów



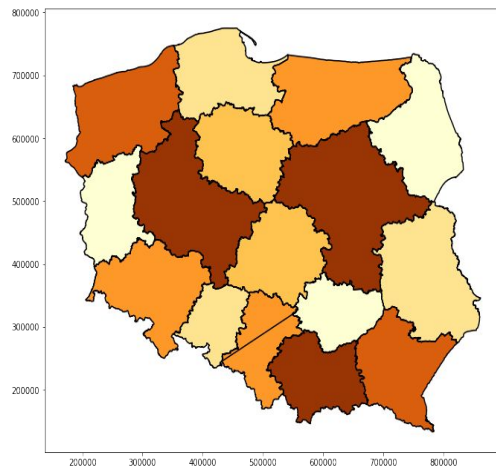
Liczności segmentów



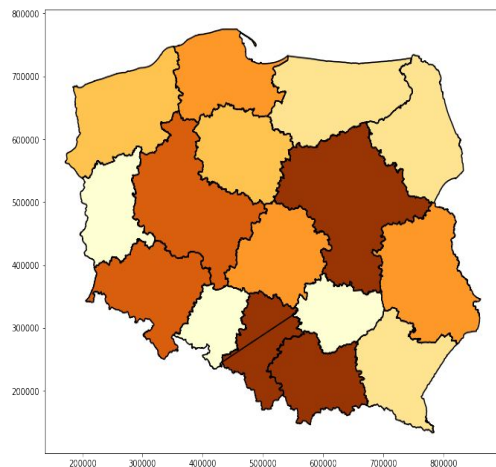
Liczba klientów w województwach



Liczba klientów w województwach w segmencie 1



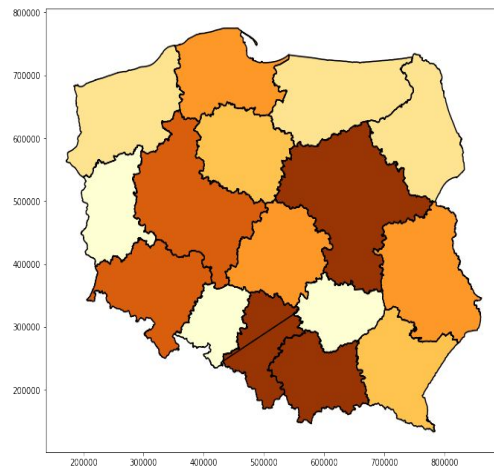
Liczba klientów w województwach w segmencie 3



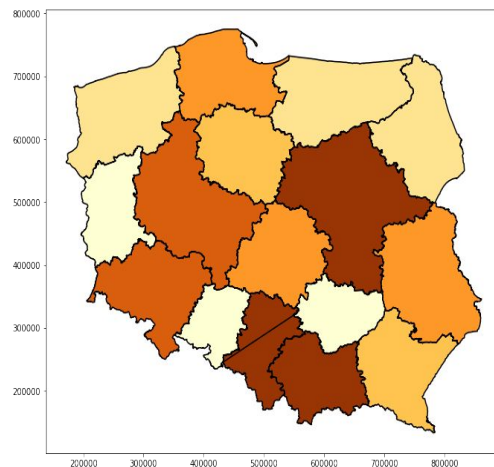
## Ciekawostki

- 1 segment składa się z niemal samych zagranicznych miast (92% obserwacji). W tym segmencie polskie miasta miały również wyjątkowo niski współczynnik transakcji (~9%) przy wysokim udziale transakcji dla tego segmentu (92%).
- Liczba wejść na stronę z zagranicznych IP jest stosunkowo wysoka (142 tys.)

Liczba klientów w województwach w segmencie 2



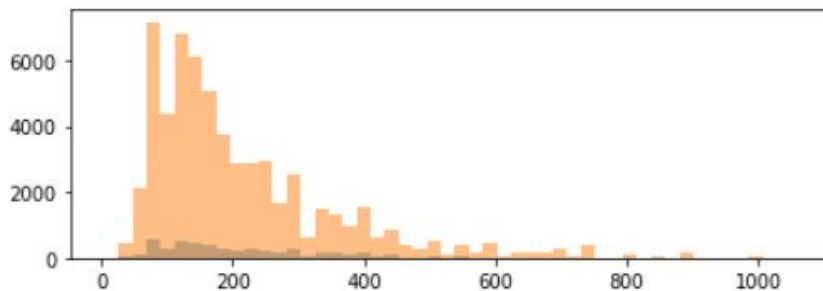
Liczba klientów w województwach w segmencie 4



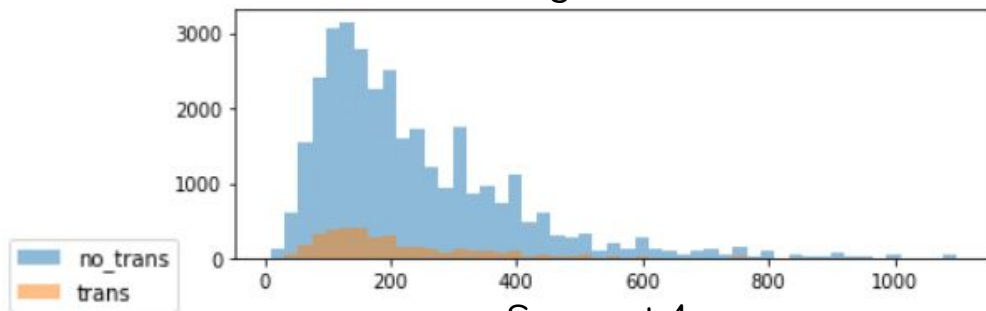


# Rozkład transakcji względem zmiennej base\_price

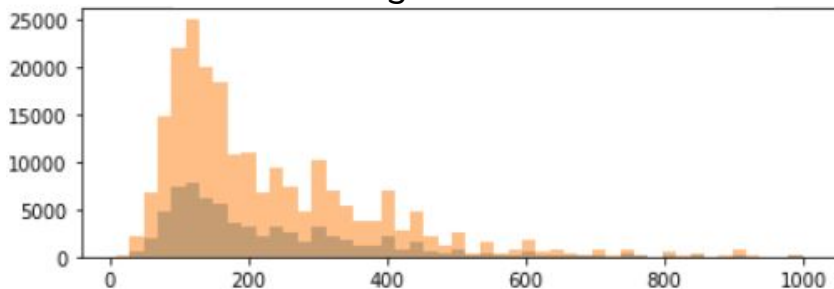
Segment 1



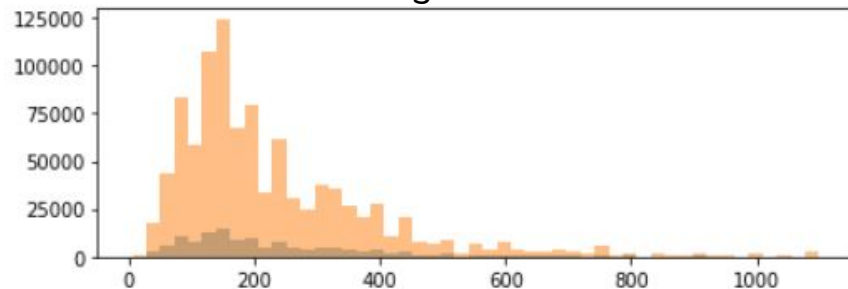
Segment 2



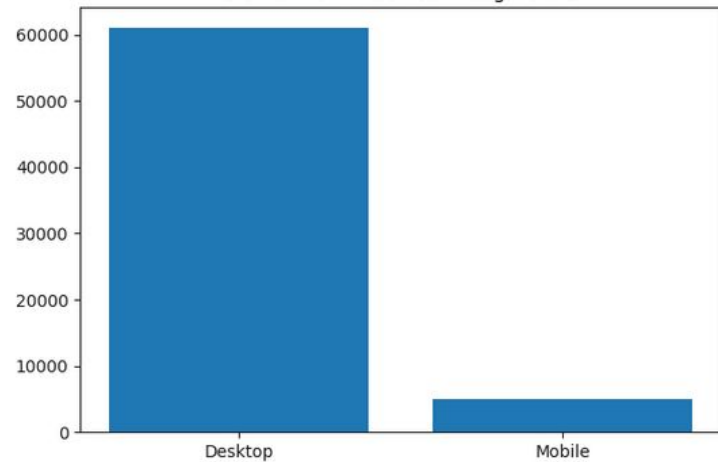
Segment 3



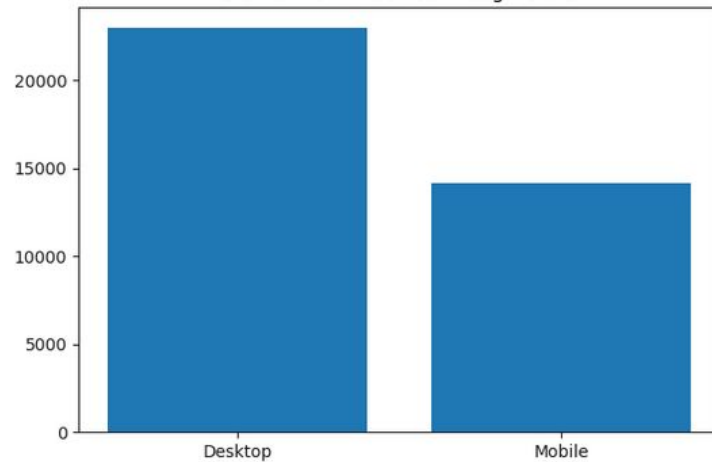
Segment 4



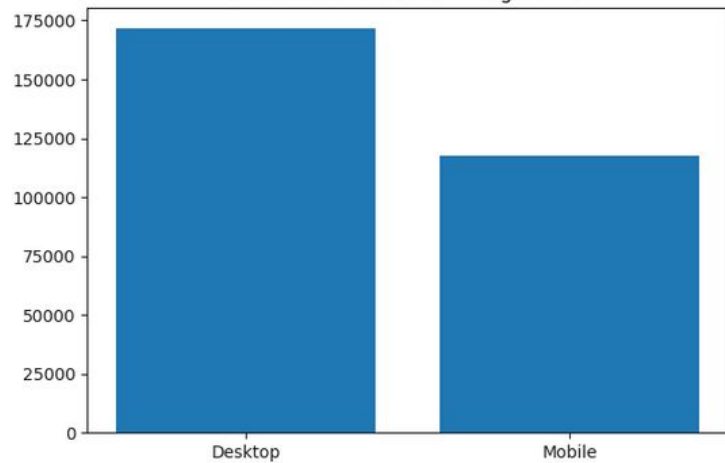
Distribution of device in segment 1



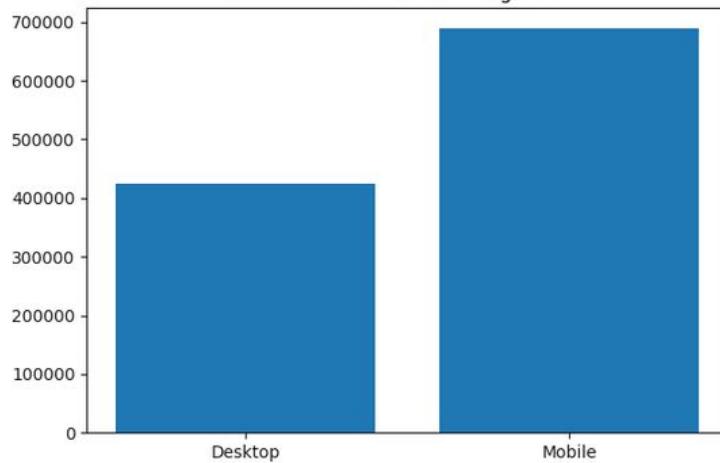
Distribution of device in segment 2



Distribution of device in segment 3



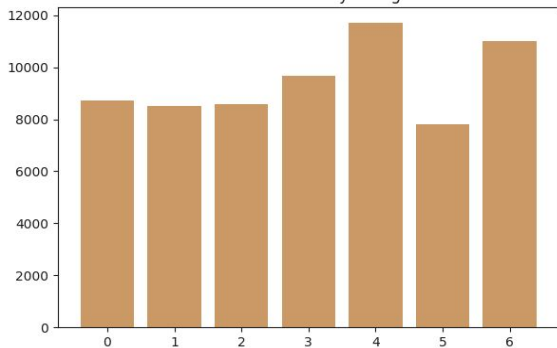
Distribution of device in segment 4



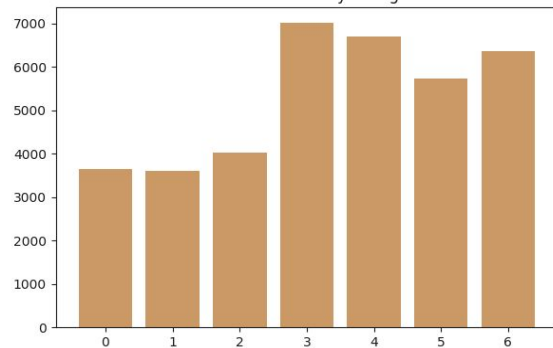


# Aktywność w różnych dniach tygodnia

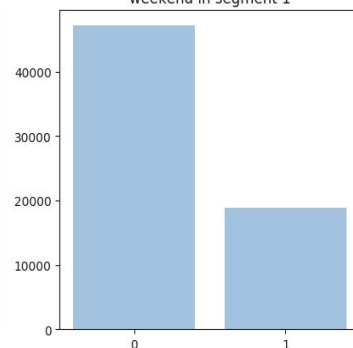
Distribution of weekday in segment 1



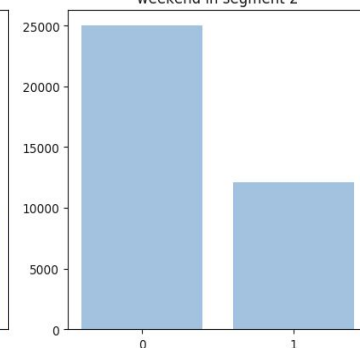
Distribution of weekday in segment 2



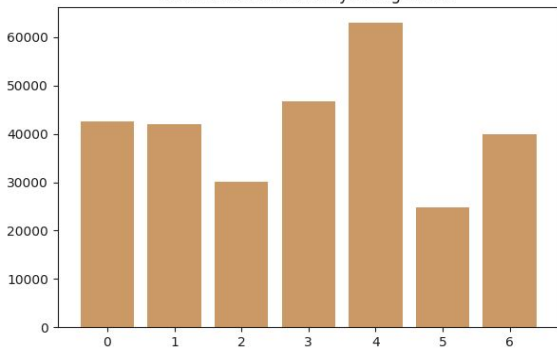
Distribution of weekend in segment 1



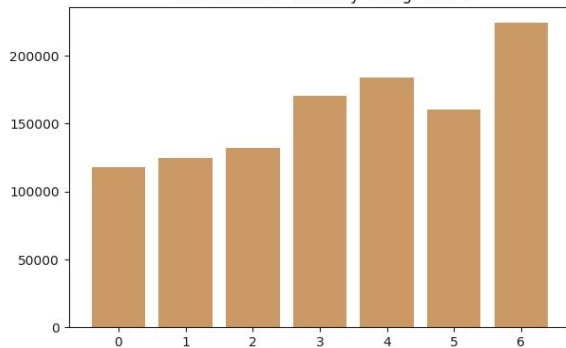
Distribution of weekend in segment 2



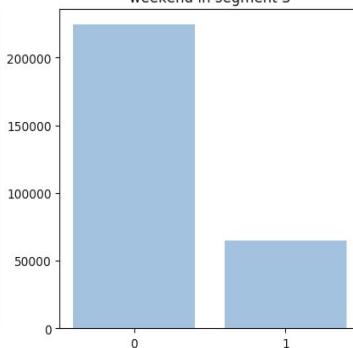
Distribution of weekday in segment 3



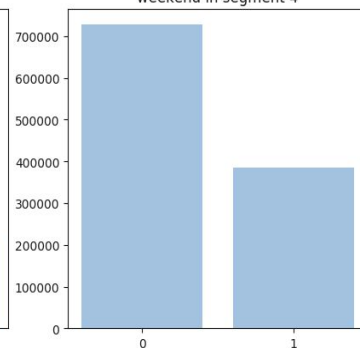
Distribution of weekday in segment 4



Distribution of weekend in segment 3

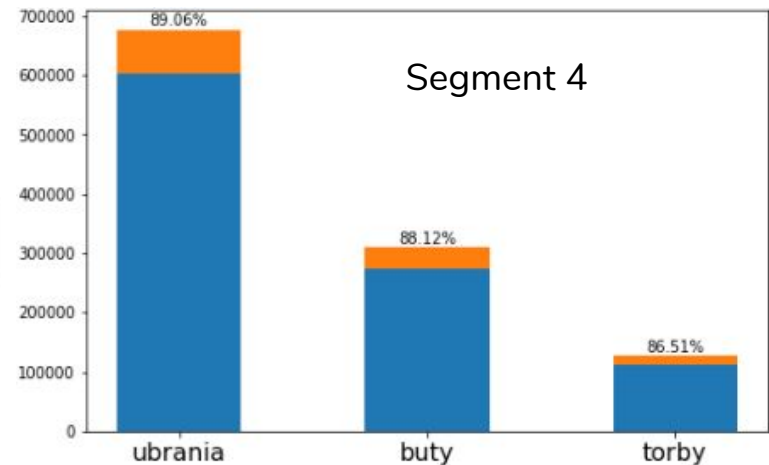
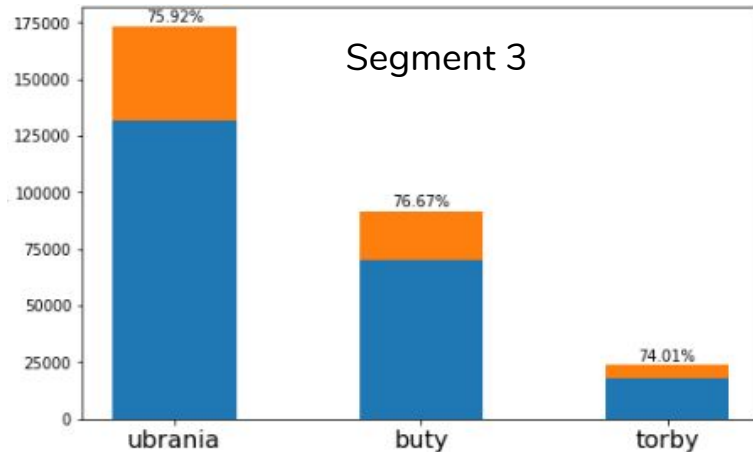
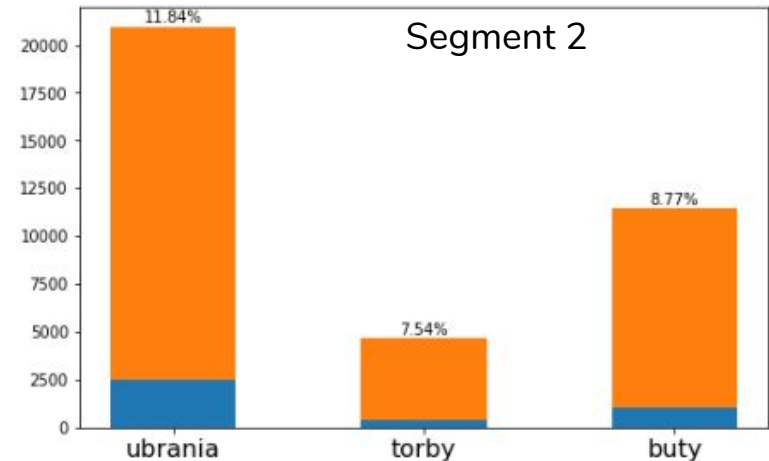
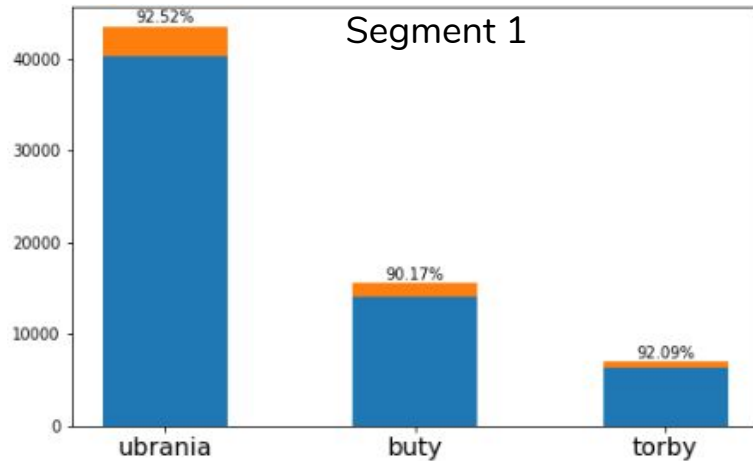


Distribution of weekend in segment 4





# Rozkład transakcji względem kategorii produktu

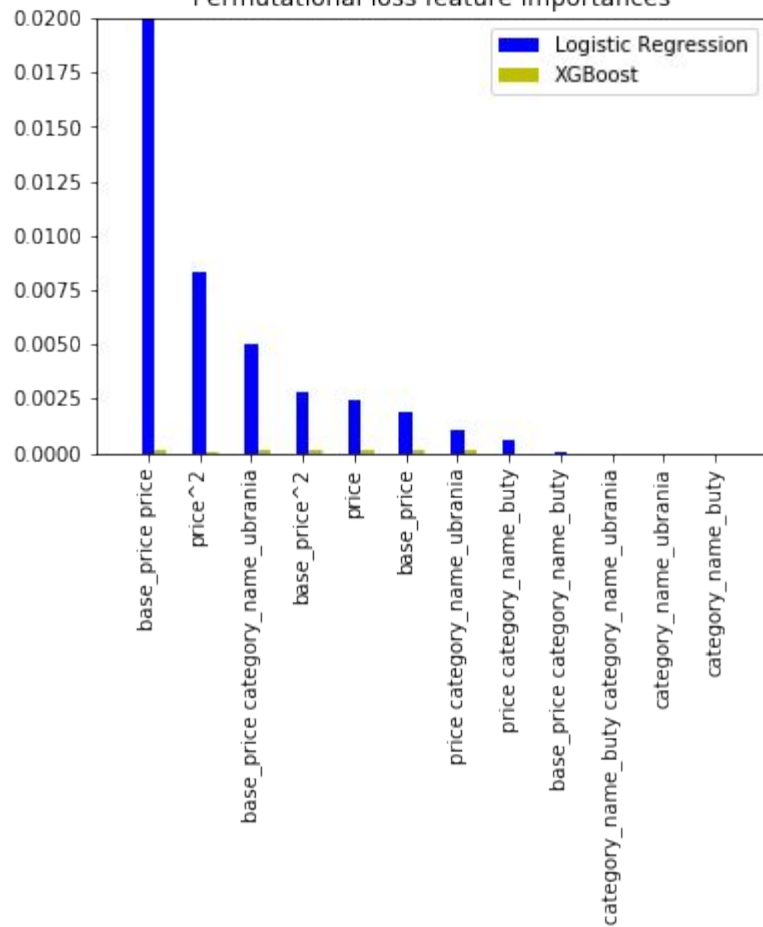


# **Modele: champion vs challenger**



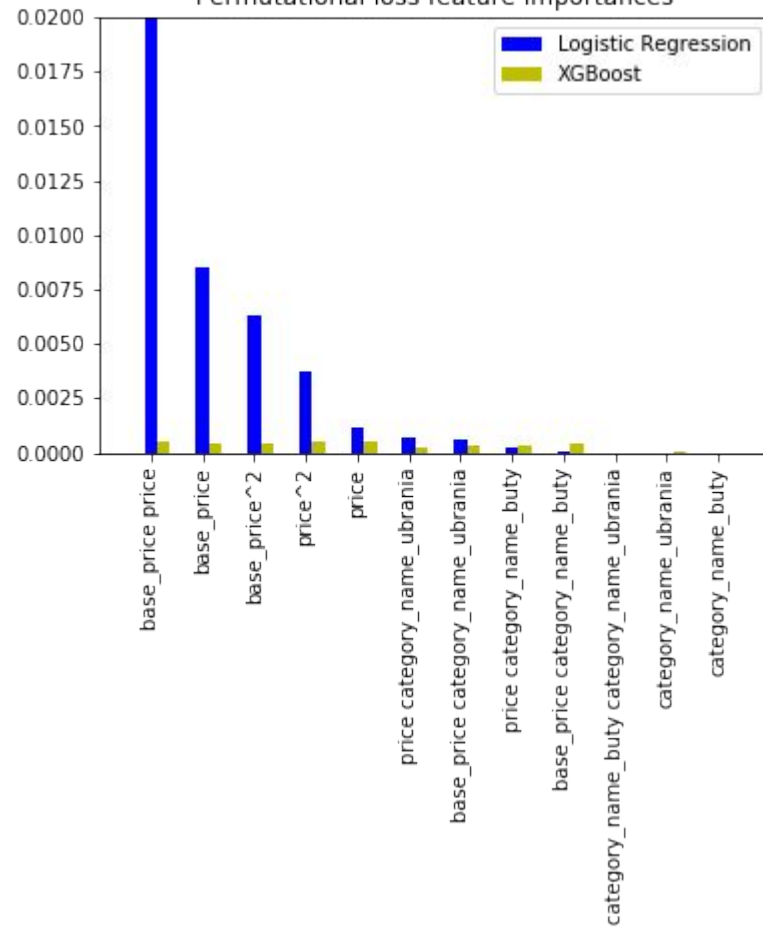
## Segment 1

Permutational loss feature importances



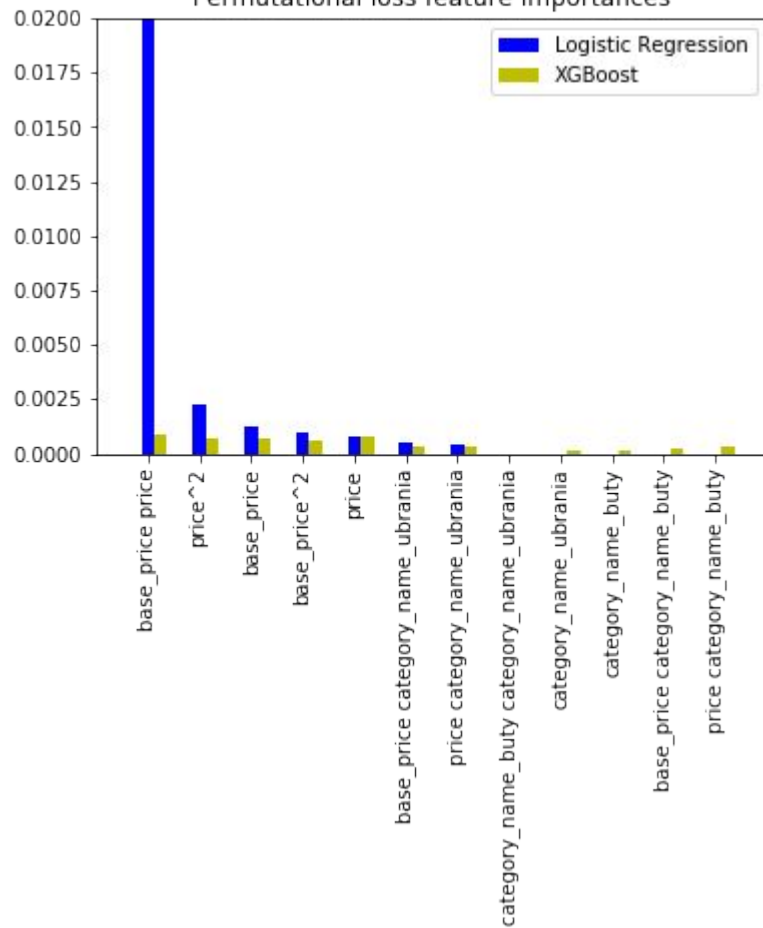
## Segment 2

Permutational loss feature importances



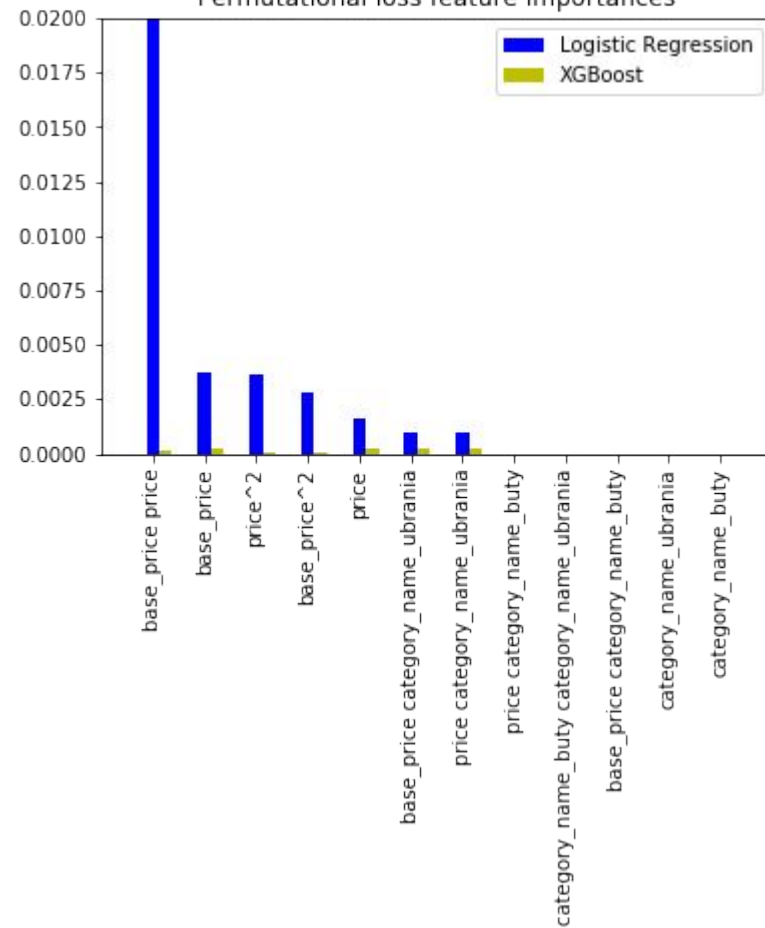
### Segment 3

Permutational loss feature importances

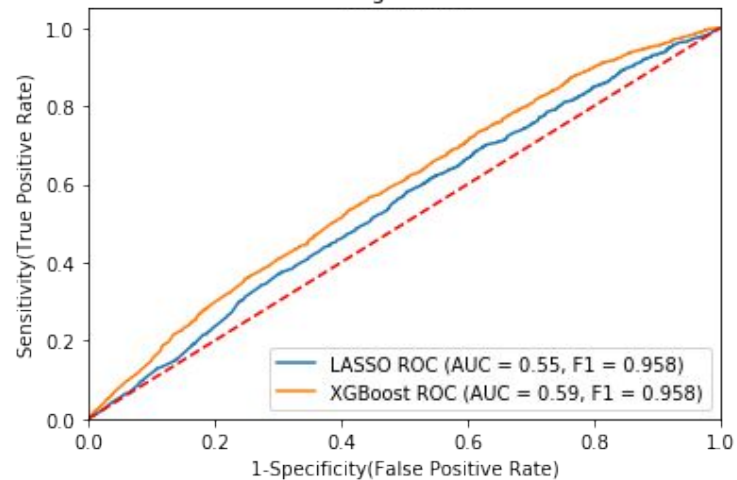


### Segment 4

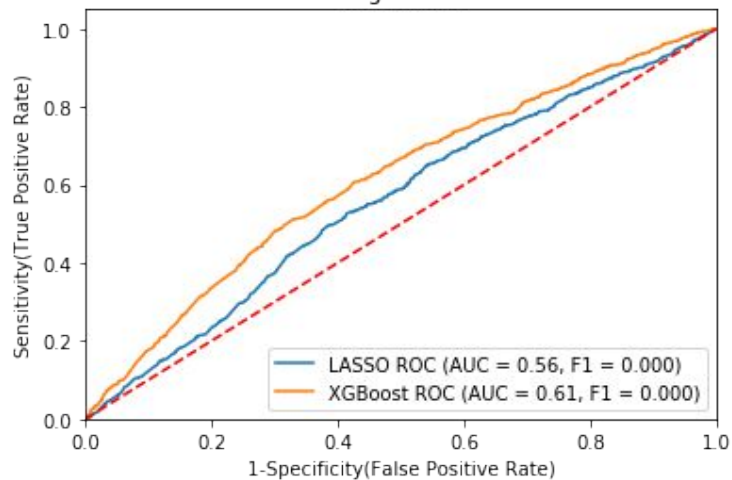
Permutational loss feature importances



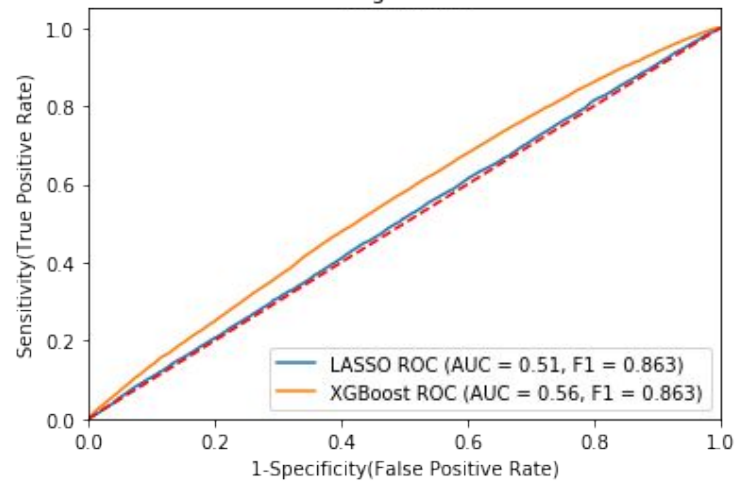
Segment 1



Segment 2



Segment 3



Segment 4

