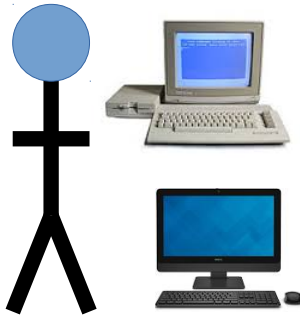# Web Analytics with SNOWPLOW

Udalicious Coffee Inc.

Erika
(CEO)

Greg
(CFO)

Thomas
(Assist.
Manager)

Udalicious Coffee Inc.
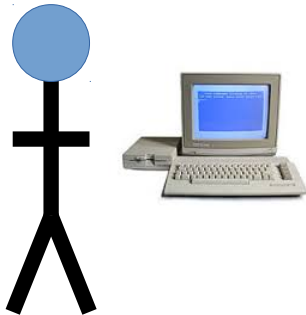
Udalicious Coffee Inc.
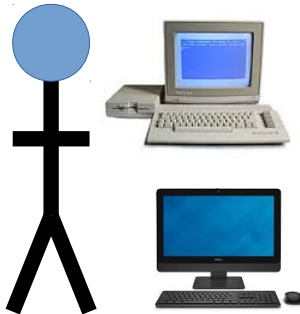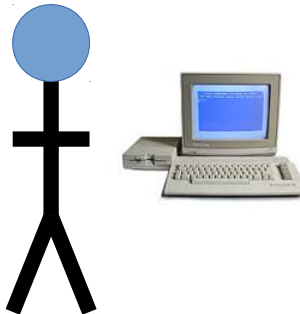
domain_userid: Erika's phone

event_id	session_id	event_type	url	referrer
1	1	page_view	sign_up	
2	1	page_ping	sign_up	
3	1	page_ping	sign_up	
4	1	form_submit	sign_up	
5	1	page_view	pricing	sign_up
6	1	page_ping	pricing	sign_up
7	2	page_view	new_integrations	
8	2	page_ping	new_integrations	
9	3	page_view	accounting	

Erika
(CEO)

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(Assist.
Manager)

Will Udalicious Coffee Inc....

Become a Paying Customer?

Erika
(CEO)

Greg
(CFO)

Thomas
(Assist.
Manager)

FUTURE
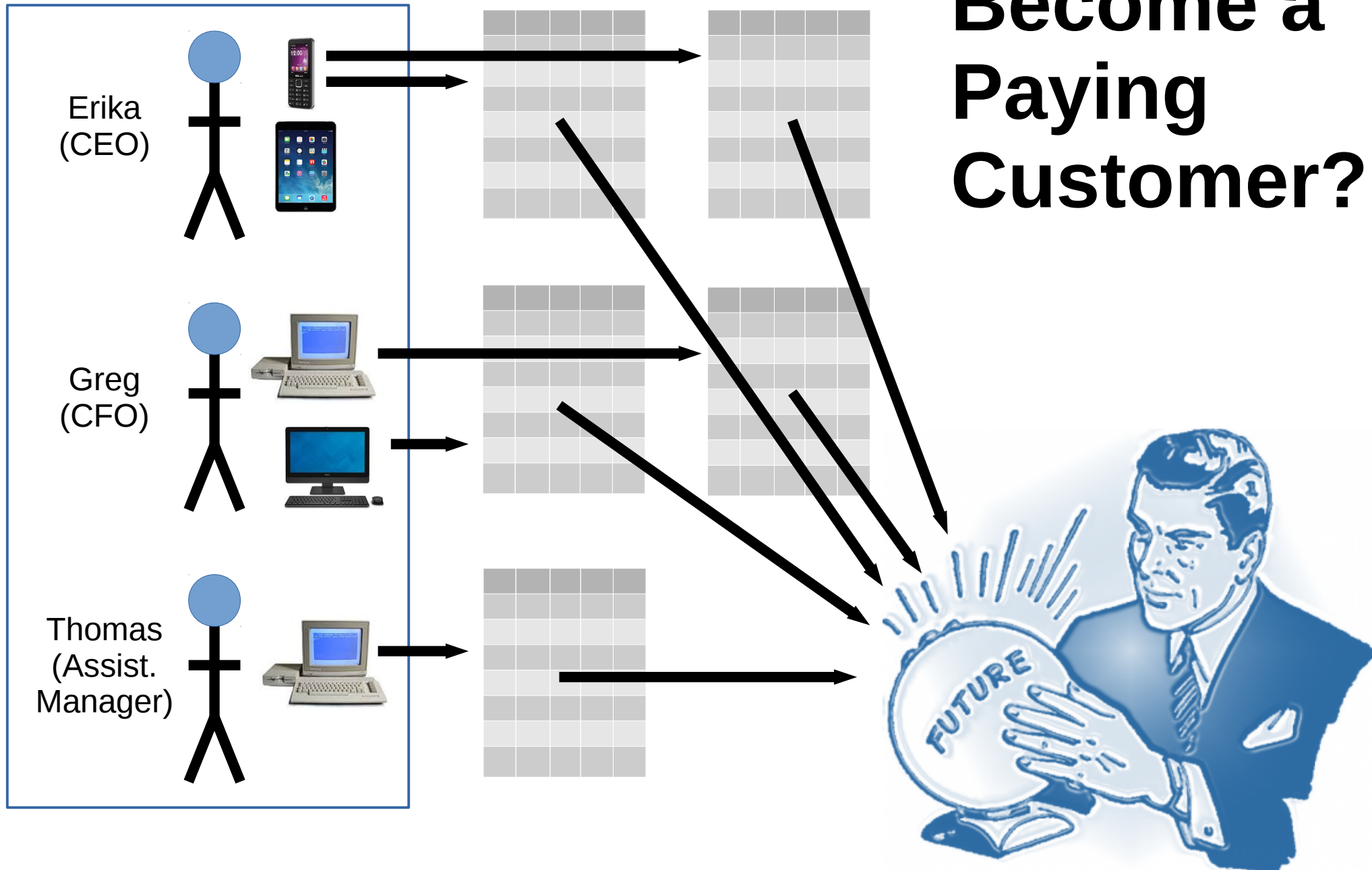
Aggregating Cookie/Events....

account_id	cc_date_added	domain_user_id	event_type	page_url
12345	2015-07-01	ahkfdfhsua52	page_view	integrations
12345	2015-07-01	ahkfdfhsua52	page_ping	integrations
12345	2015-07-01	8903w9845j8	page_view	pricing
12345	2015-07-01	8903w9845j8	page_ping	pricing
678910		35897jsdkfga	page_view	integrations
678910		35897jsdkfga	page_ping	integrations
678910		35897jsdkfga	page_ping	integrations

....into Accounts

account	cc_added	integration_views	integration_pings	pricing_views	pricing_pings
12345	1	1	1	1	1
678910	0	1	2	0	0

The Dilemma...

The Sales Department prioritizes
ACCURACY
in order to more efficiently
deploy scarce resources
to engage the most
promising visitors

The Marketing Department prioritizes
INTERPRETABILITY
in order to assess which aspects
of the marketing play the
largest role in attracting
customers

The Dilemma...

The Sales Department prioritizes
ACCURACY
in order to more efficiently
deploy scarce resources
to engage the most
promising visitors

SVM with RBF Kernel?

The Marketing Department prioritizes
INTERPRETABILITY
in order to assess which aspects
of the marketing site play the
largest role in attracting
customers

Logistic Regression?

Questions?