

## Opine – Ad Behavior

### **Phase 1 - assessment - Feb 26**

Phase 1 is data gathering and simulation.

Simulate data for engagement with ads

- simulate data for various hypothetical companies and the interactions (download coupon, make purchase, subscribe)

complete phase 1 by Feb 26

### **Phase 2 - betterment - Mar 19**

Phase 2 is modeling and making usable predictions.

Under what circumstances are customers most likely to interact with ads and/or make purchases?

Logistic Regression –

a. response variable: engagement with ads

predictor variables: intensity level, date/time, user birth year, user location, sport,  
moment (touchdown, dunk, hole-in-one, etc.), offering type

b. response variable: made a purchase

predictor variables: intensity level, date/time, user birth year, user location, sport,  
moment (touchdown, dunk, hole-in-one, etc.), offering type

Use simulated data from phase 1

Complete phase 2 by Mar 19

### **Phase 3 - visualization - Apr 16**

Phase 3 is making an interactive application using the models and predictions created in phase 2.

Make an app in Shiny that allows the user to select a sport/event and see which factors caused the biggest increase in the number of ad interactions and purchases made.

Complete phase 3 by Apr 16