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MGSC 310

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This is based off of our meeting:

Business Question: How does the frequency of specific search queries correlate with purchases (on Amazon)? And which search terms are most likely to increase sales conversion rates?

Strategies: Embed your text with embeddings like from sentence transformers. How do different model embeddings change the results? If you run a regression model on the second question then you can start talking about "expected" results. But you're going to want to use the coefficients in this project to describe behavior.

I am a bit confused about which model would best depict the information I am trying to discover. I am considering using Linear Regression, logistic regression, or possibly Support Vector Machines to predict sales conversion rates based on search terms. I think that these would be useful because the coefficients from these models can provide insights into which terms are most influential in driving sales. For instance, a high positive coefficient for a particular search term in a logistic regression model might indicate a strong likelihood for conversion to a sale.

I am a bit stuck on embedding models to transform the text data. This seems a bit daunting, but I will attend your Friday office hours to ask further questions.