Conversion Rate Improvement

Background Introduction

For many companies, especially Internet companies, they will attract others to log in to their website homepage and register members by advertising or occupying search engines. The ratio of actual signups to pageviews is called the conversion rate. And my project is to build a model and predict the conversion rate from an existing data set.

This program can provide companies with the means to analyze customer conversion rates. Companies can infer user preferences by providing back-office data from websites or apps, so as to find ways to improve user conversion rates. During the project, the dataset is normalized so that additional analysis parameters can be added more easily. In this way, the project can be applied to more situations.

1 Motivation

The main goal of this project is to build an appropriate model to assist the company in analyzing its own customer conversion rate. The main task is to search relevant data from the Internet and social media, standardize the data, build a model and complete the analysis.

2 Steps

1. Normalize datasets and determine valid data content.
2. Choose a suitable model and finish training
3. Find more datasets to test the model on(if possible).
4. Give specific suggestions for improving conversion rates

3 Question to be Answered

1. what is the association between conversion rate and the user profile?
2. what are some key indicators for a high/low conversion rate?
3. If we wanna run a marketing campaign, who could be the target audience?
4. how to improve conversion rate based on the prediction?

4 Output and Final Deliverable

A suitable model, report and powerpoint with statistical analysis of predictors.