| **How to improve the conversion rate** | |
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| Organization | Individual project of Zehao Hui |
| Organization Description | An ECE student pursuing a master's degree |
| Project Type | Data Science |
| Project Description | *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.* |
| Data Sets & Sources | *https://drive.google.com/file/d/1eJQeBYQFixygtFKGZgVuxcXjNL4L6xjR/view?usp=sharing.* |
| Suggested 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* |
| Questions to be answered in Analysis | 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?* |
| Ideal Output + Final Deliverable | Report and Powerpoint with statistical analysis of predictors |
| Additional Information | *Additional datasets may be included in the future.* |