Performance and Final submission phase

Model performance Metrics

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| Conversion rate | Conversion rate: Measures the percentage of website visitors who complete a specific goal, such as making a purchase or filling out a form. |
| Bounce rate | Bounce rate: Indicates the percentage of visitors who navigate away from a website after viewing only one page, providing insights into user engagement and website content relevance. |
| Average session duration | Average session duration: Reflects the average amount of time visitors spend on a website, helping to assess user engagement and the effectiveness of content. |
| Return on investment (ROI) | Return on investment (ROI): Evaluates the effectiveness of marketing campaigns by comparing the cost of the campaign to the generated revenue or other desired outcomes. |
| Click through rate | Click-through rate (CTR): Measures the percentage of users who click on a specific link or advertisement, providing insights into the performance of marketing campaigns and the appeal of content to users. |