Home>Tianchi Competition>Repeat Buyers Prediction-Challenge the Baseline

Status Sponsors Season1 Prize Teams
Repeat Buyers Prediction—Challenge... In Progress 天猫TMALL.COM 2021—01—01 \$0 2889

Introduction

Description & Data

Leaderboard ...

Forum

Introduction

Merchants sometimes run big promotions (e.g., discounts or cash coupons) on particular dates (e.g., Boxing-day Sales, "Black Friday" or "Double 11 (Nov 1 order to attract a large number of new buyers. Unfortunately, many of the attracted buyers are one-time deal hunters, and these promotions may have little lc lasting impact on sales. To alleviate this problem, it is important for merchants to identify who can be converted into repeated buyers. By targeting on these loyal customers, merchants can greatly reduce the promotion cost and enhance the return on investment (ROI). It is well known that in the field of online ad customer targeting is extremely challenging, especially for fresh buyers. However, with the long-term user behavior log accumulated by Tmall.com, we may to solve this problem. In this challenge, we provide a set of merchants and their corresponding new buyers acquired during the promotion on the "Double 11 Your task is to predict which new buyers for given merchants will become loyal customers in the future. In other words, you need to predict the probability t new buyers would purchase items from the same merchants again within 6 months. a data set containing around 200k users is given for training, while the o similar size for testing. Similar to other competitions, you may extract any features, then perform training with additional tools. You need to only submit the prediction results for evaluation.

Rules

 $Tianchi-Challenge\ the\ Baseline, provides\ participants\ opportunities\ to\ challenge\ the\ baseline\ (Season\ 1)\ of\ previous\ contests.$

Submission

The system carrys out real-time evaluation. The daily ranking starts at 10:00 UTC+8, and 22:00 UTC+8, respectively. You can submit results as many as but only the last submission before update will be evaluated.

Participation

One account per participant.

The Competition is open to all individuals.

Advisory board members (and their immediate families and members of the same household) of the Competition Sponsor, Tianchi and their respective subsidiaries, contractors, agents, judges and advertising and promotion agencies are not eligible to participate in the Competition.

Award:

Diamond Award - Rank 1st for seven (7) consecutive days on the leaderboard: 200 points and 3000 coupons

Platinum Award - Top 50 who successively exceeded the Baseline: Oppertunities for entering into the final interview of Tianchi recruitment.

Golden Award - participants who published paper related to the contest: first author will get Tianchi points according to the quality of the paper

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