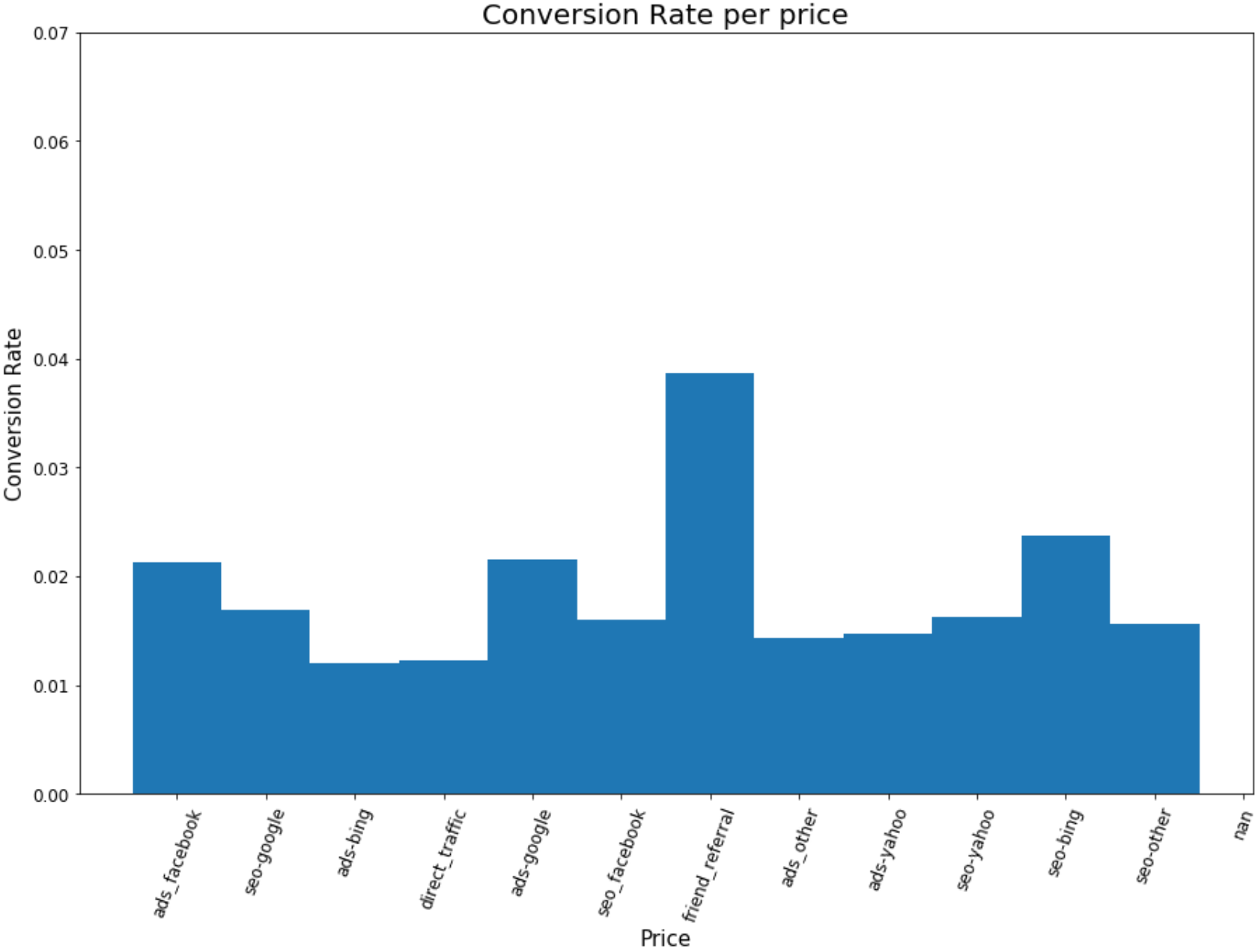


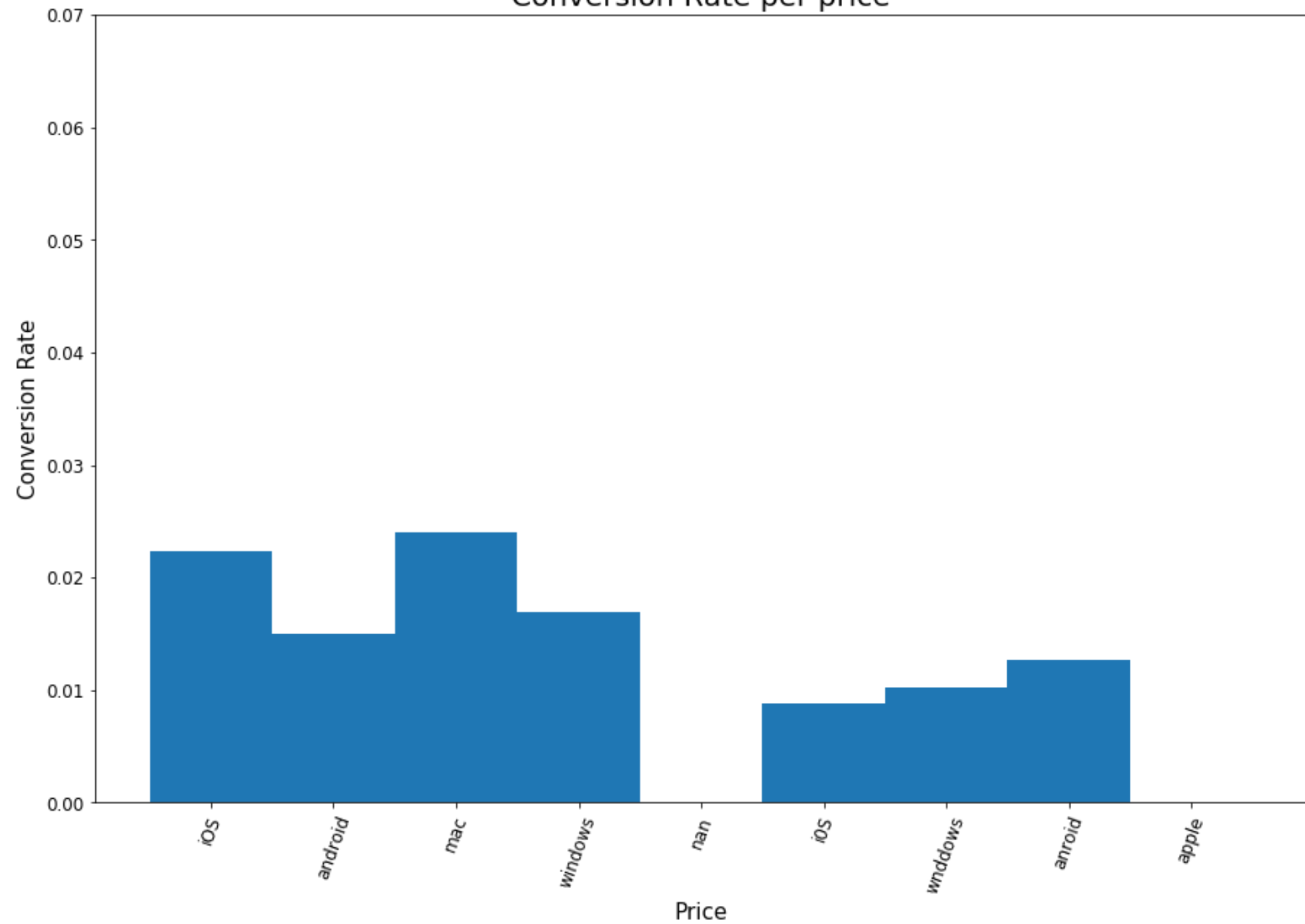
Predicting Conversion Rate

Build a model which predicts conversion rate and, based on this model, give recommendations to the product and marketing teams to improve conversion rate and therefore revenue.

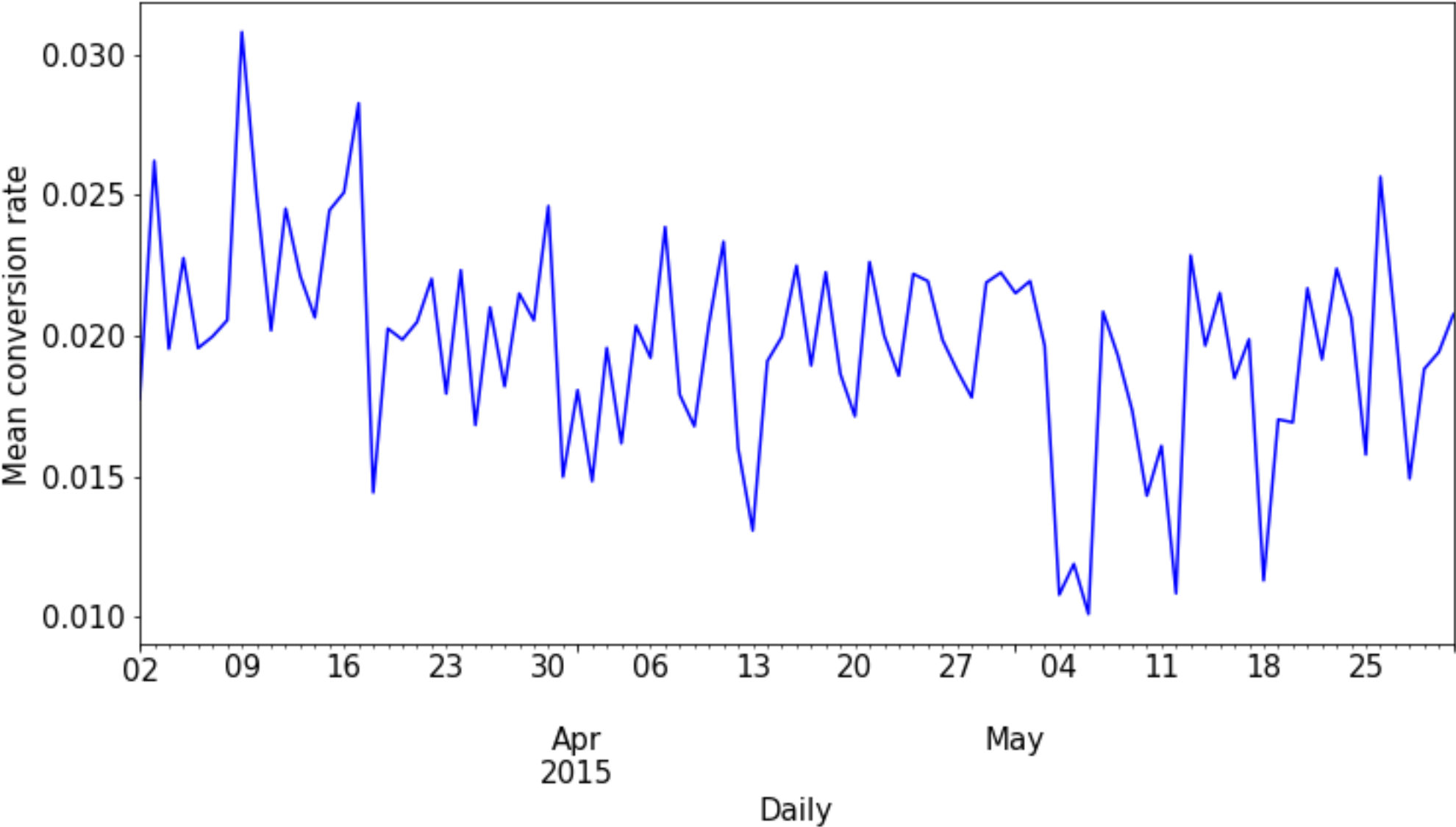


Price	Conversion Rate
39.0	0.02
59.0	0.016

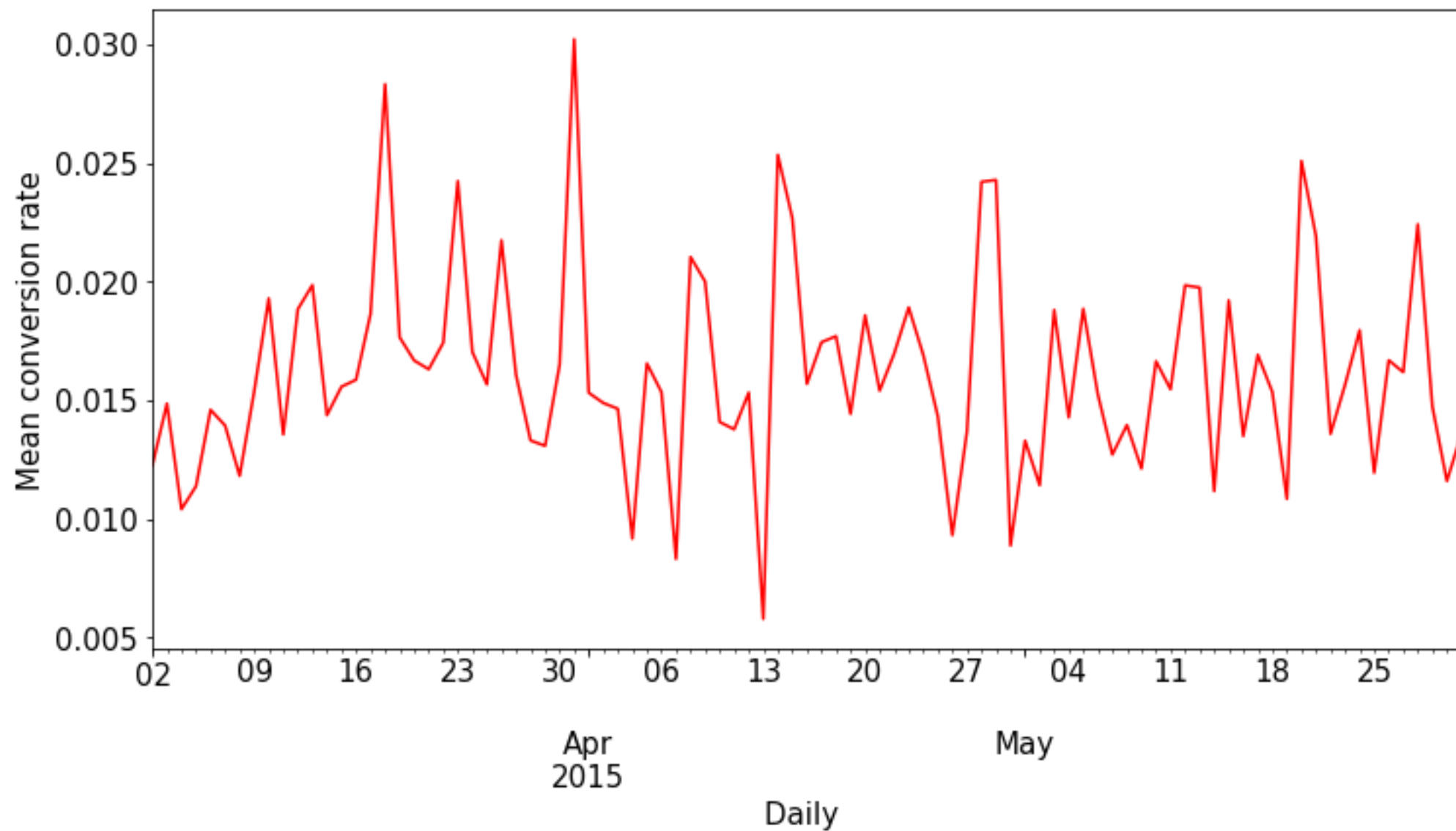
Conversion Rate per price



OLD PRICE CONVERSION



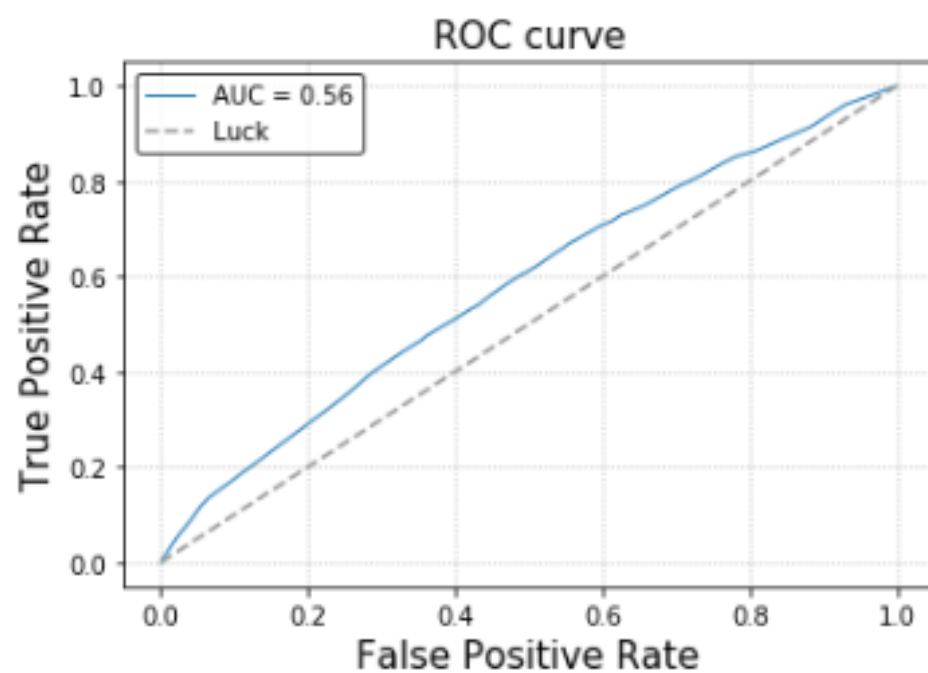
NEW PRICE CONVERSION



Classification report for Random Forest

	precision	recall	f1-score	support
unconverted	0.98	0.64	0.78	93178
converted	0.02	0.47	0.05	1762
avg / total	0.97	0.64	0.76	94940

Area under ROC curve: 0.557



Feature Importances

