Conversion Predictors
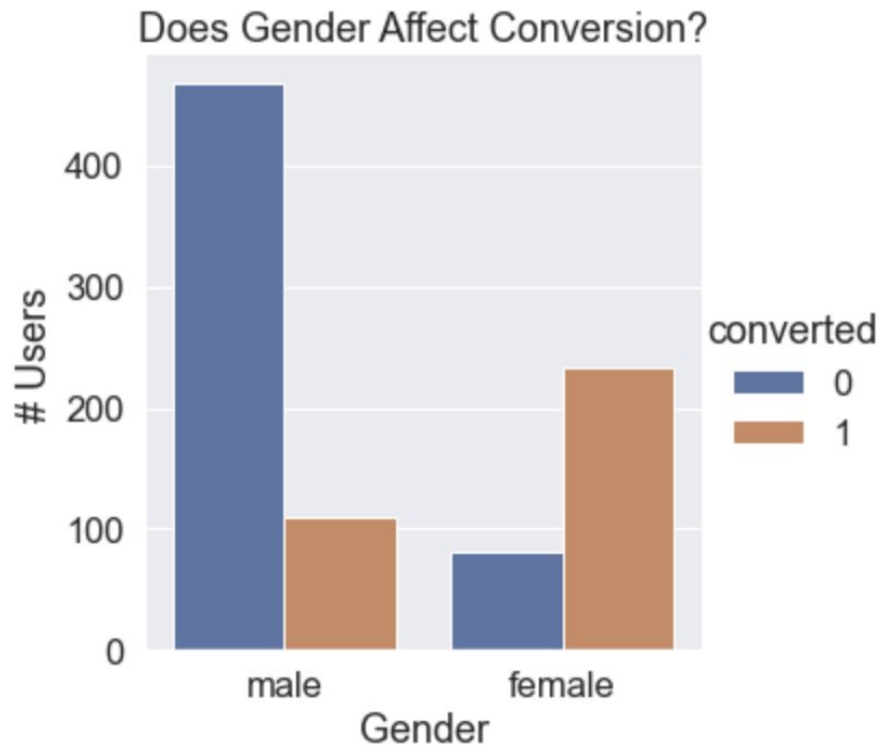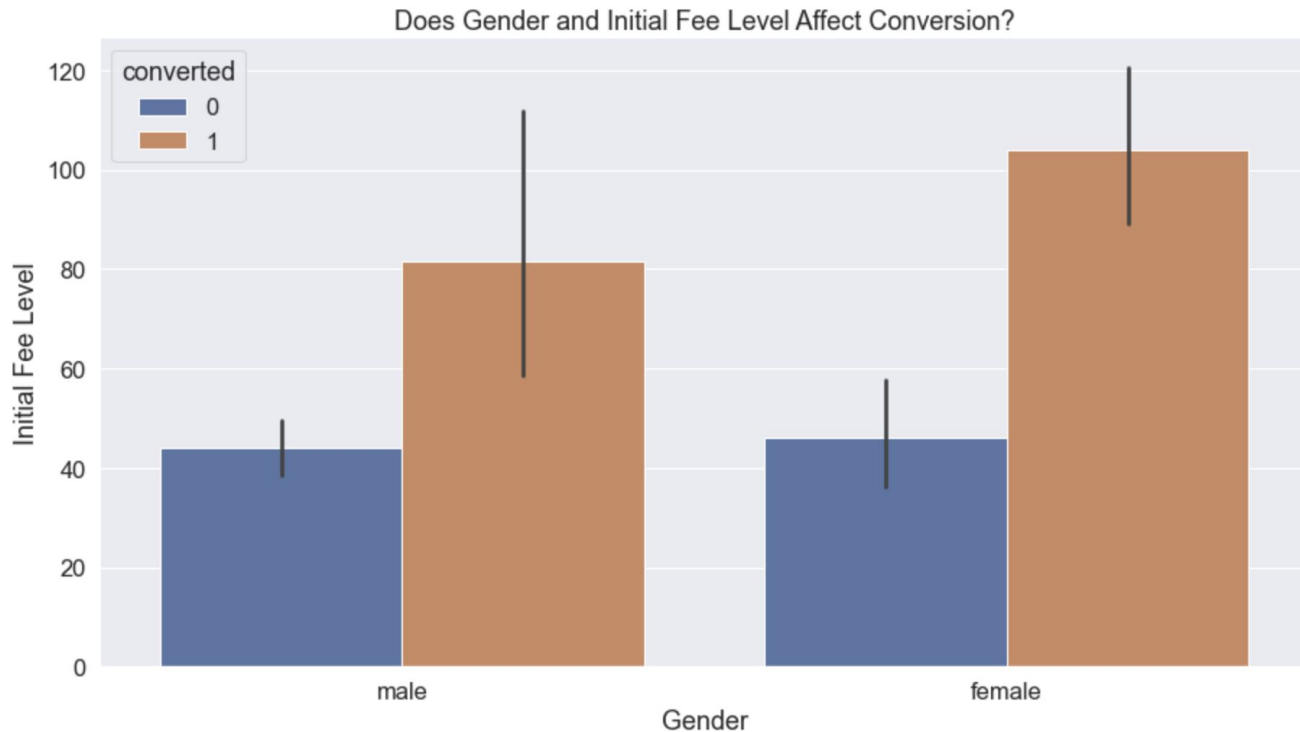
Olga Petan,
February 2024
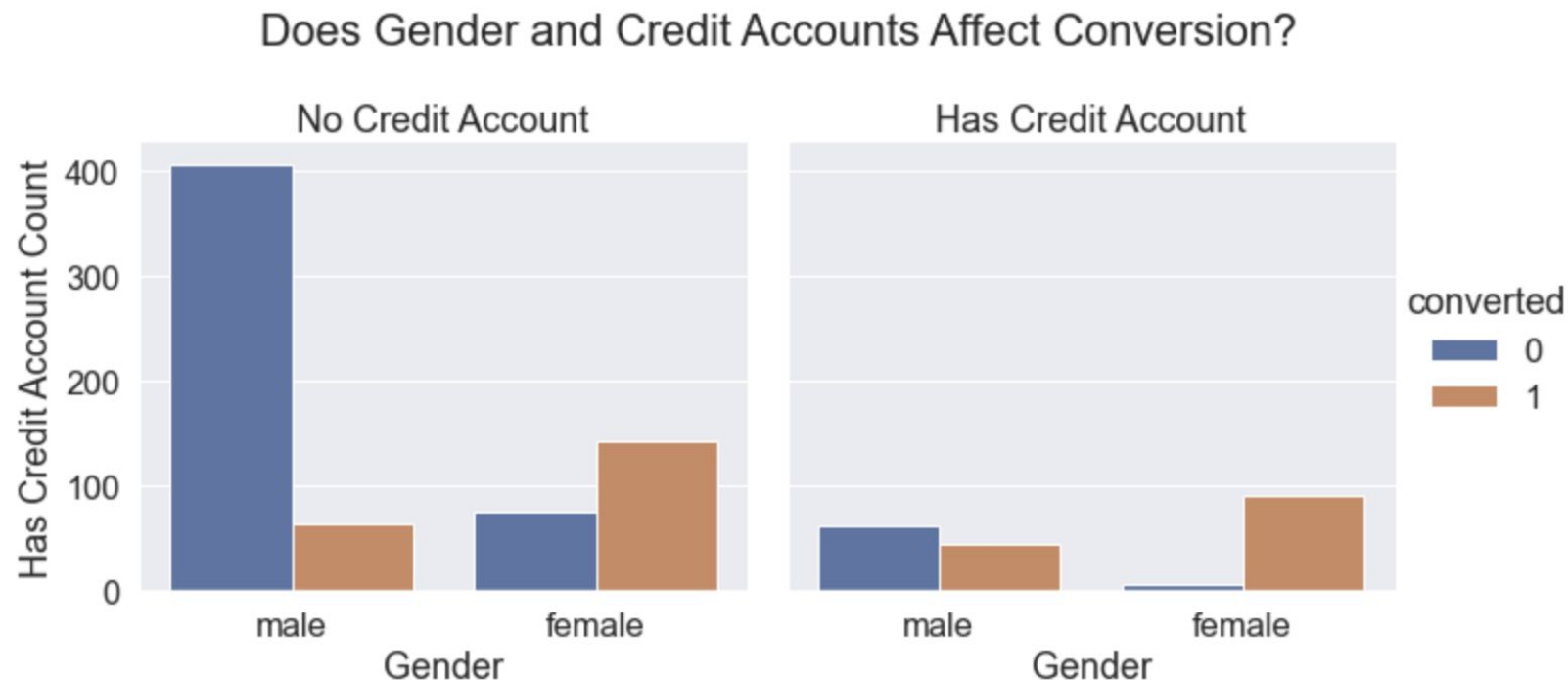
Women Convert Twice as Much as Men

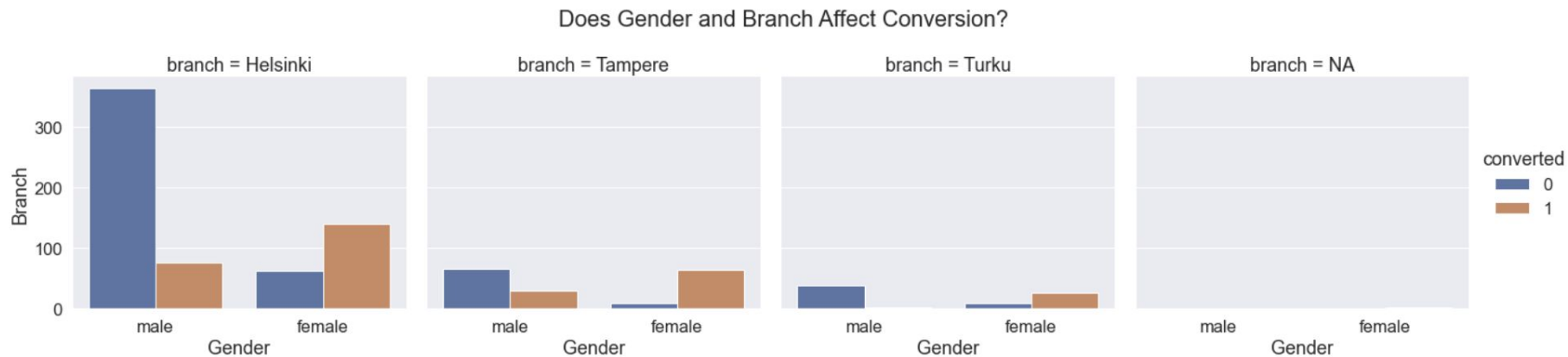# Converting Women Have ~35% Higher Initial Fees than Men

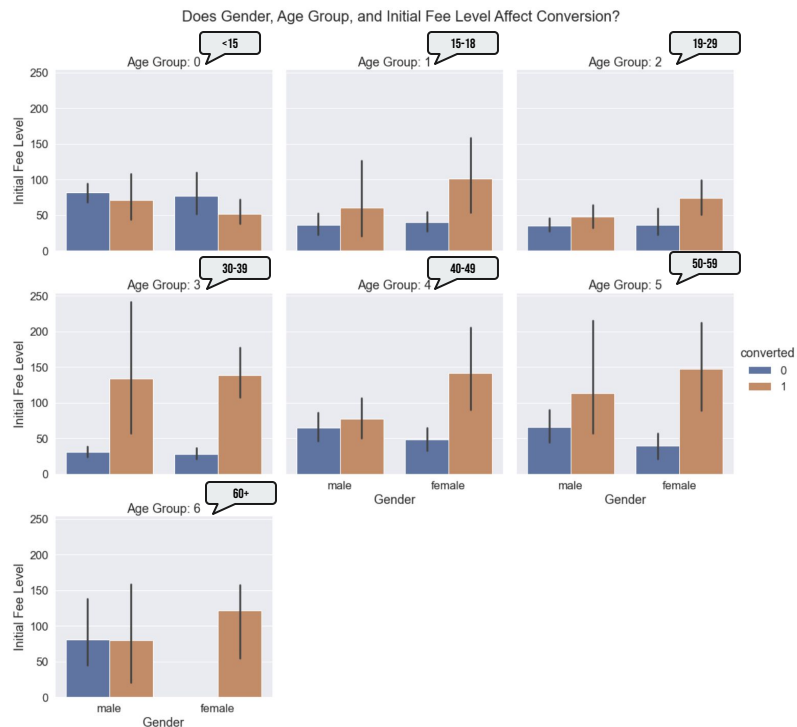Does Gender and Initial Fee Level Affect Conversion?

Men Without Credit Account Don't Convert

Does Gender and Credit Accounts Affect Conversion?

Men from Helsinki Don't Convert

Does Gender and Branch Affect Conversion?
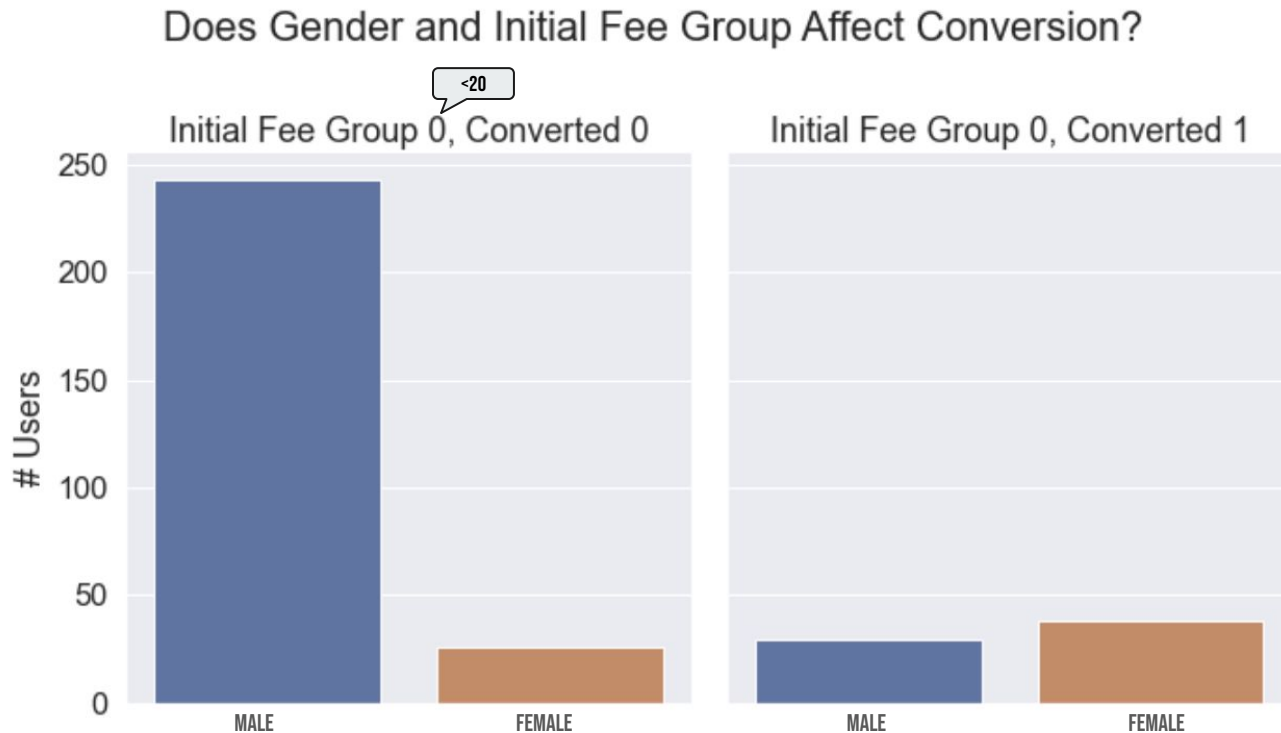
Converting Women Aged 30-39 have Higher Initial Fees

Men With Initial Fee <20 Do Not Convert

People younger than 15 have a higher number of related customers but do not convert.

Does Gender, Age Group, and Related Customers Affect Conversion?
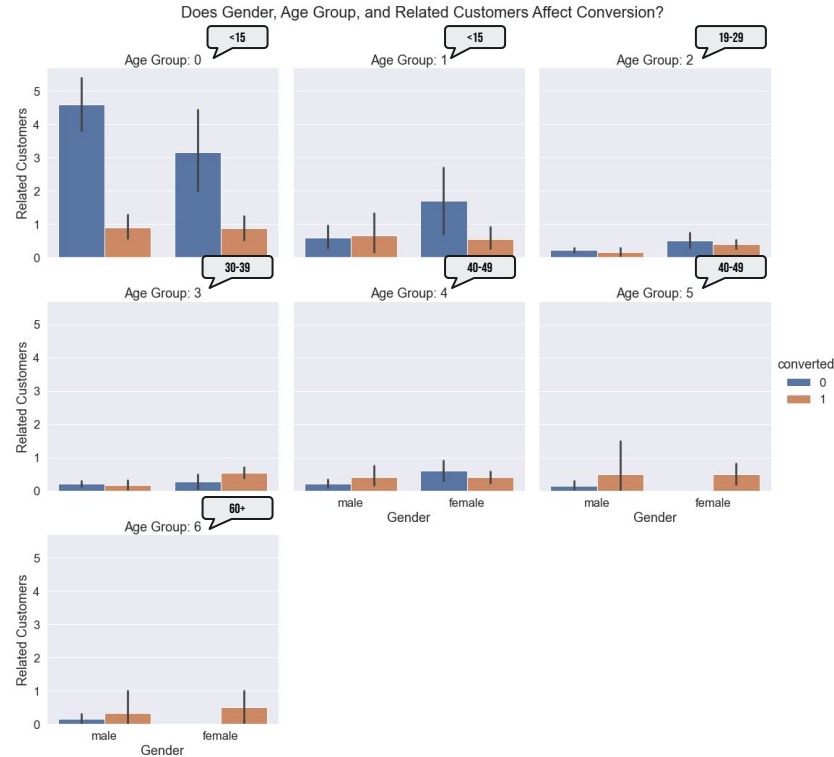
Statistical Analysis Suggest Boundary Between Converted and Non-Converted Users
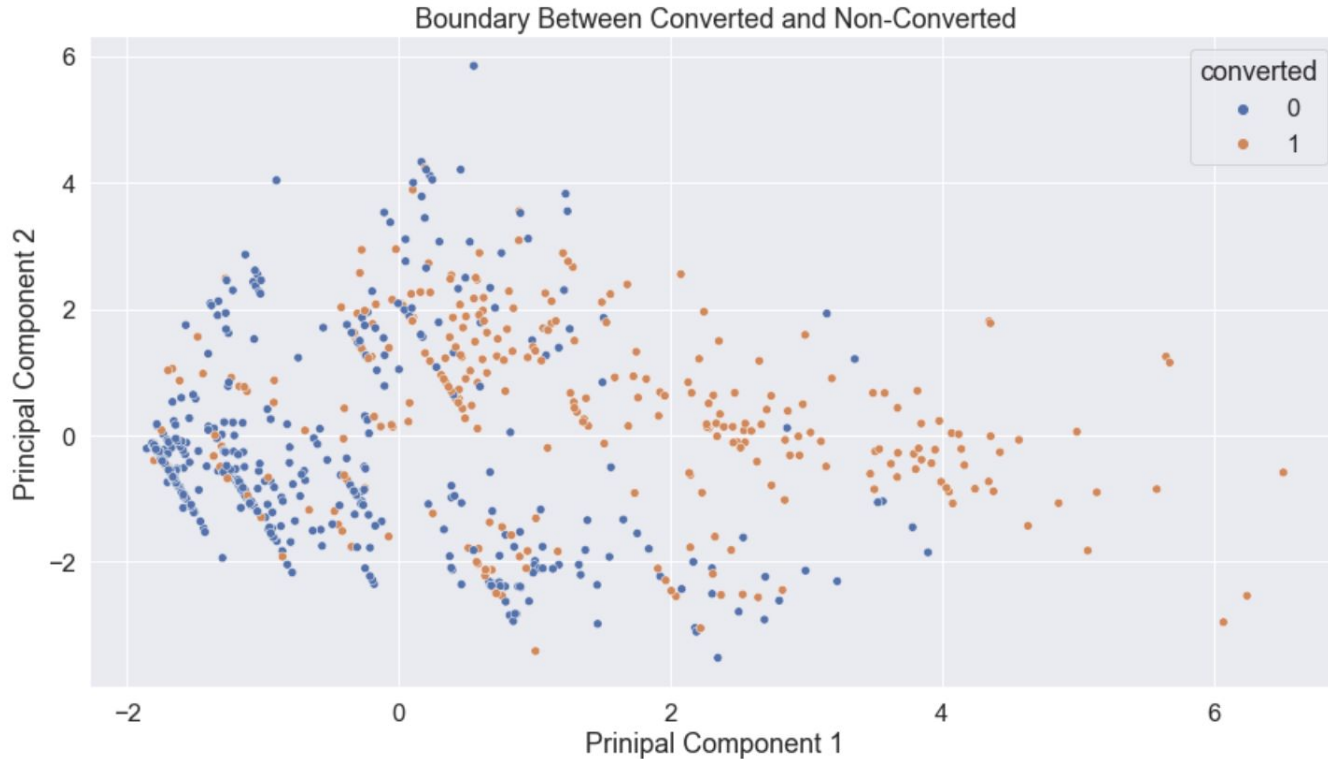
Statistical Analysis Suggest Initial Fee, Credit Account, and Gender (Female) May Influence Conversion

Feature Importance
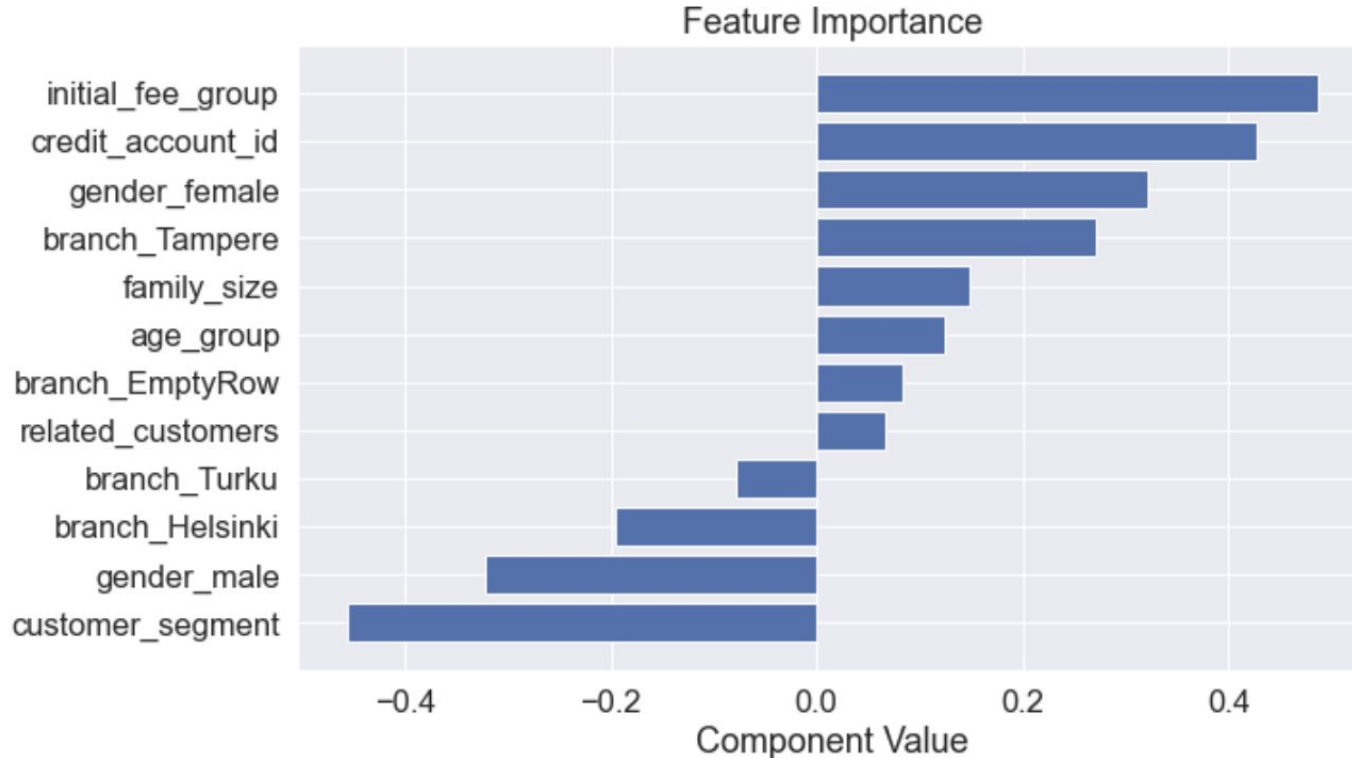
Predictive Modeling Finds Similar Feature Importance

Feature Importance in Descending Order