

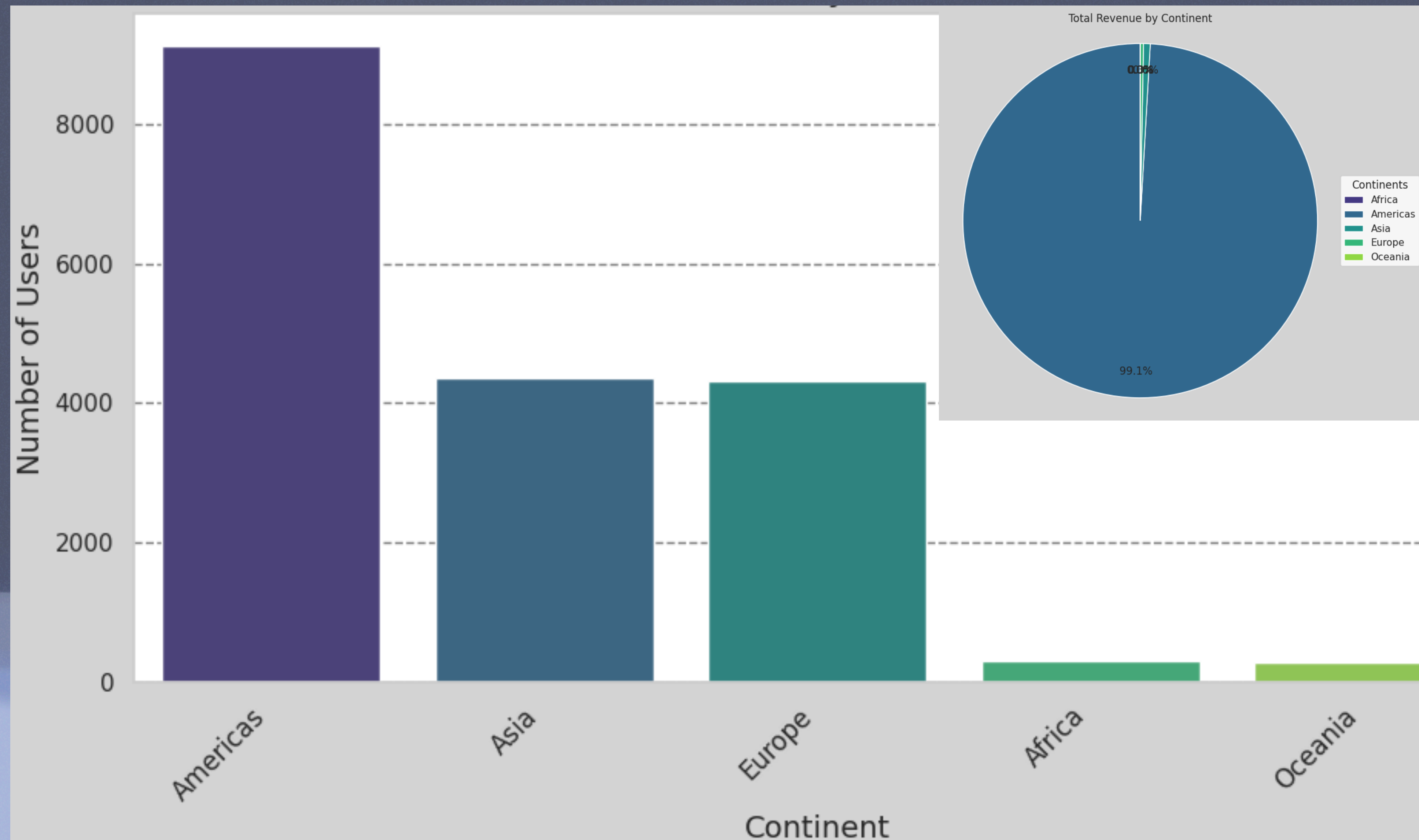
H-Store Analysis

Customer Insights and Predictive Modeling

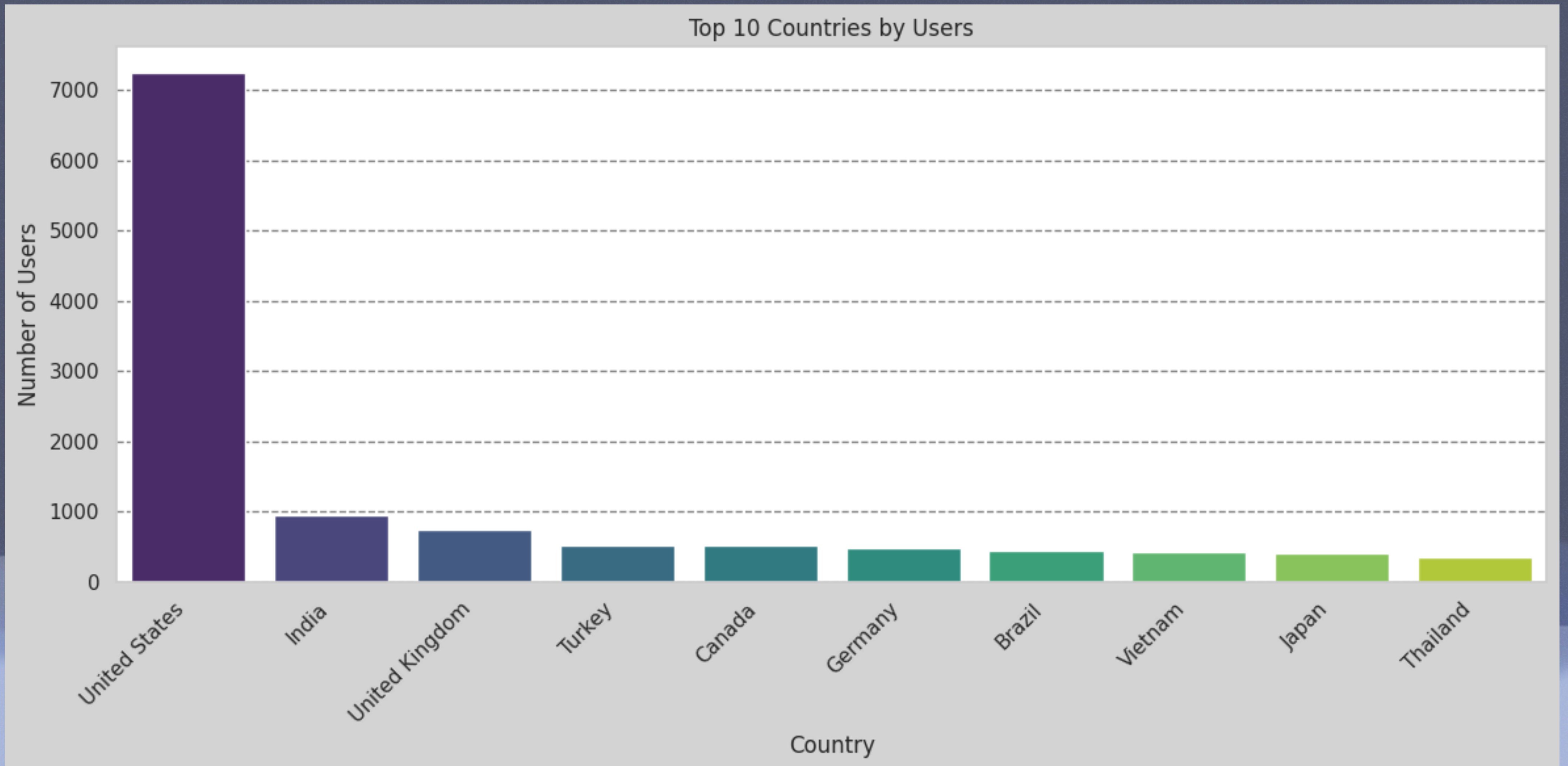
Persabel Y. Tesfay
Sat 23 Nov 2024

Visualization Geographical Features

Total users and their Revenue by Continent

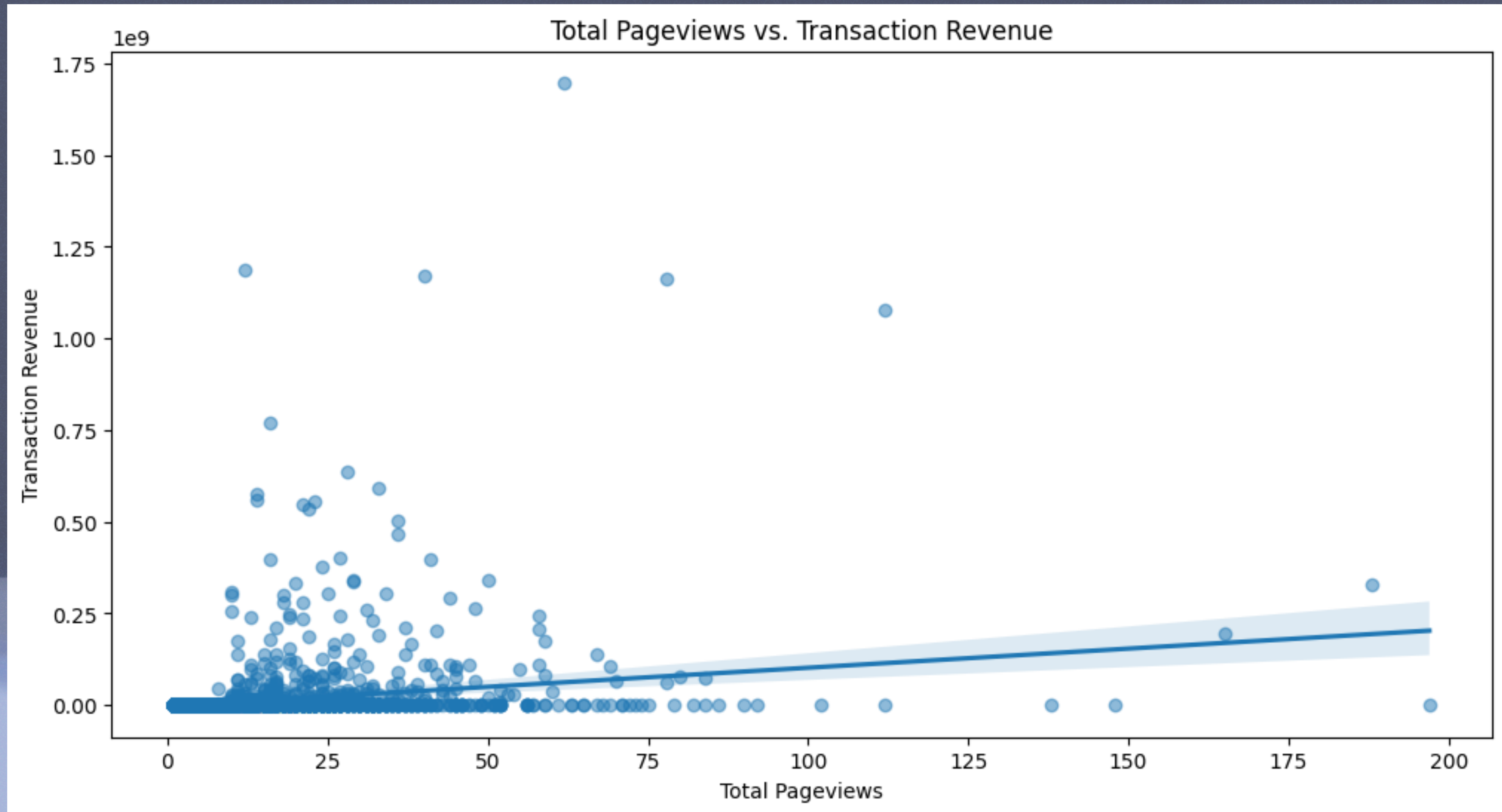


Top 10 Countries by Users

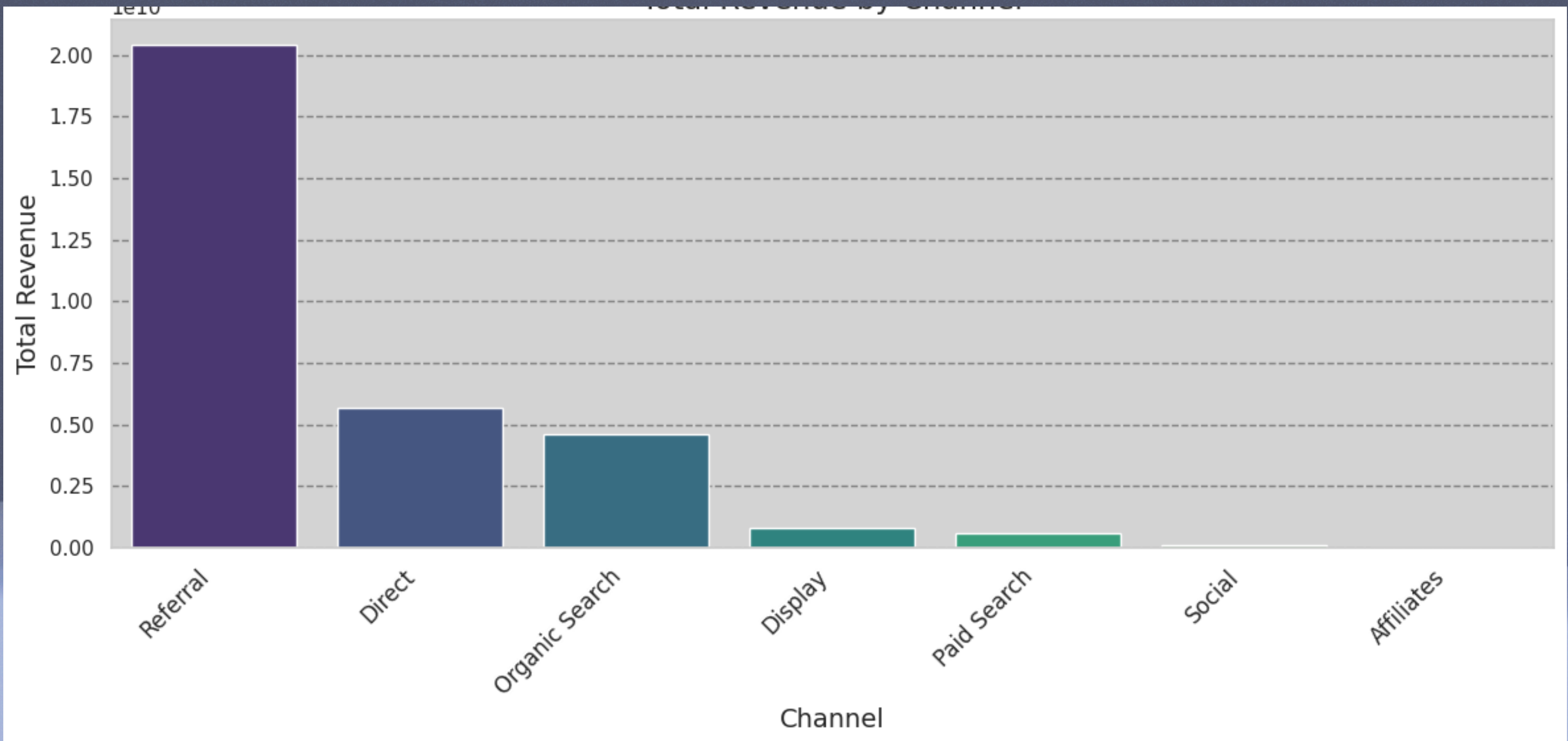


Visualization Traffic

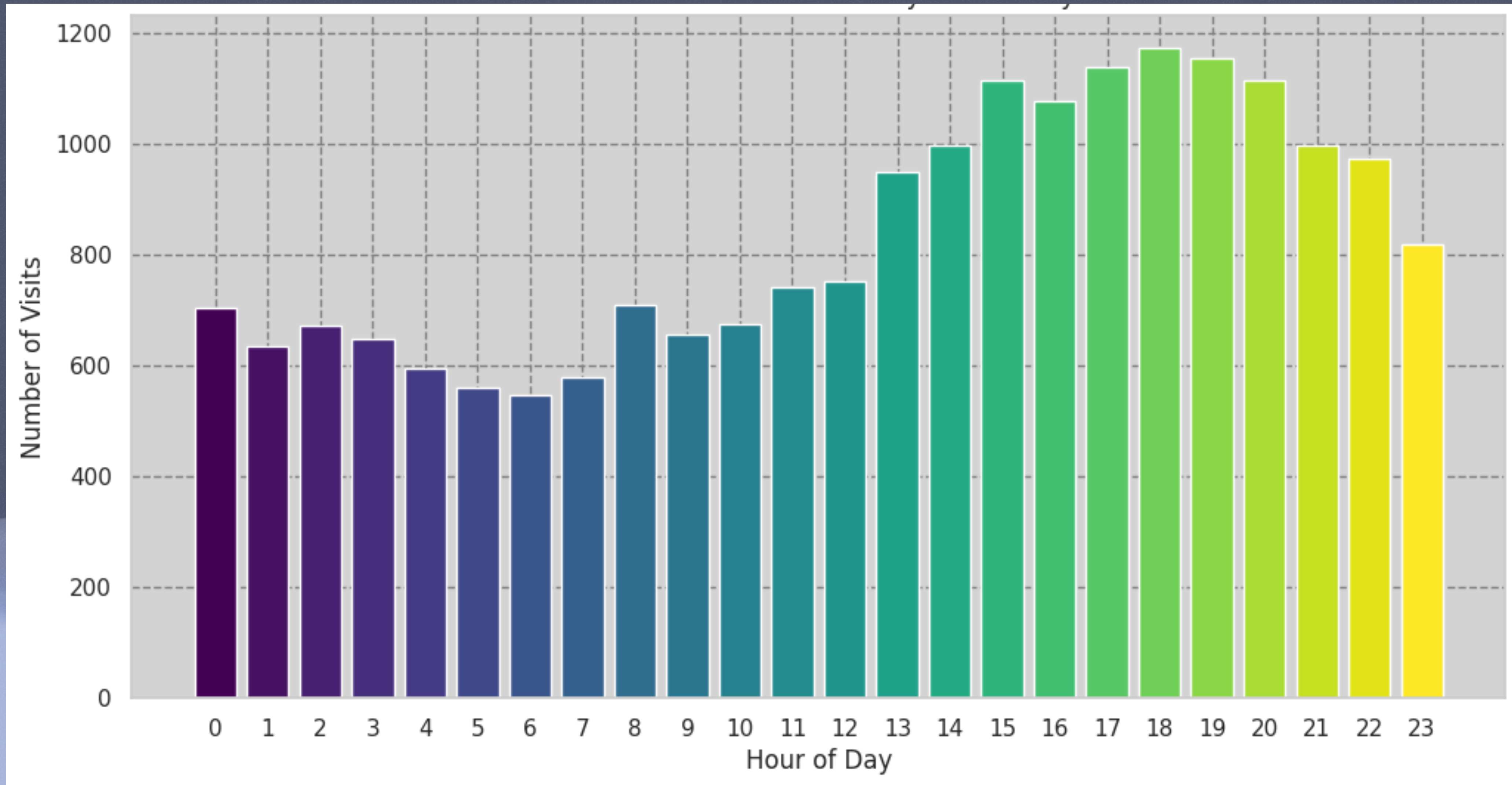
Page views by Revenue



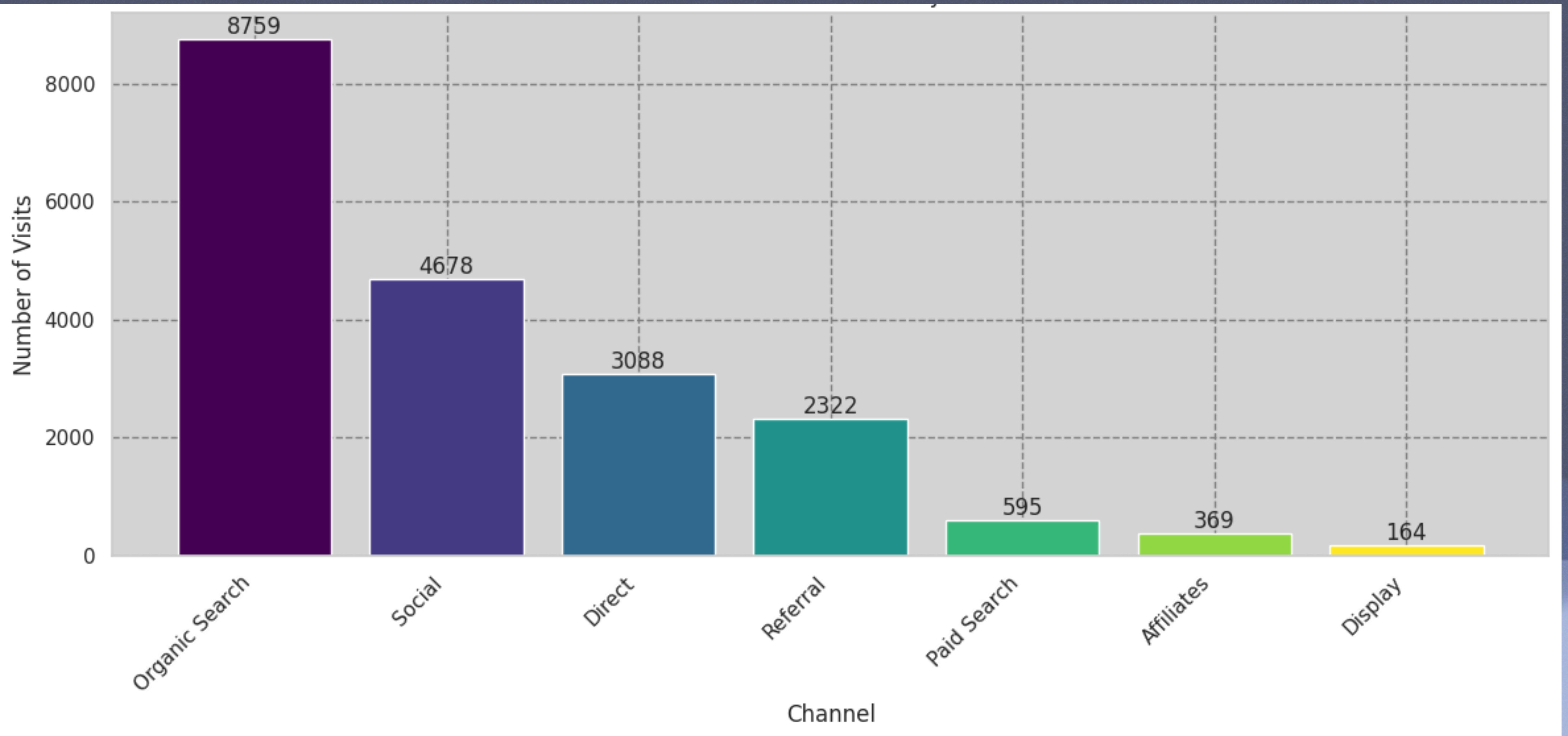
Total Revenue by Channel



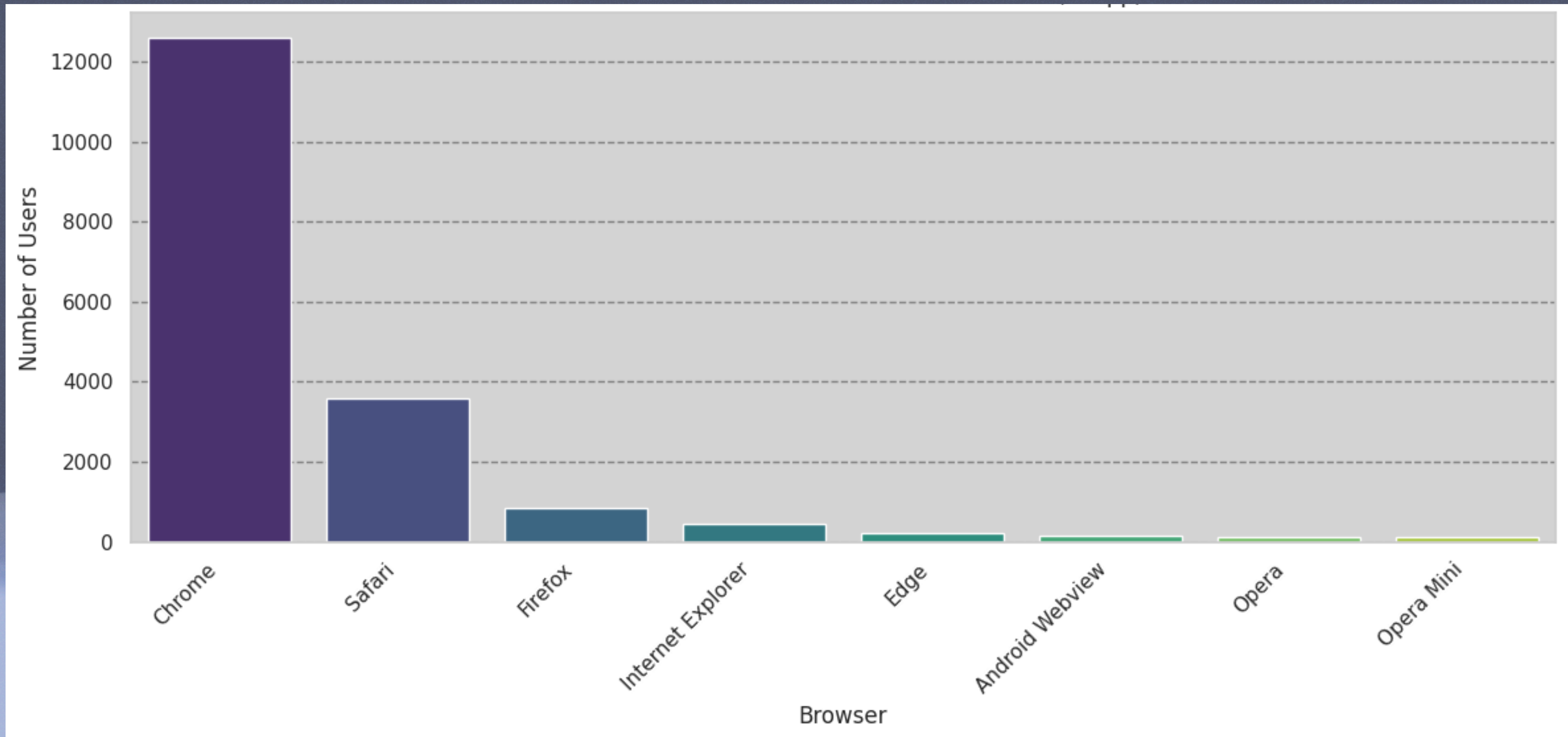
Distribution of Visits by Hour of day



Distribution of Visits by Channel

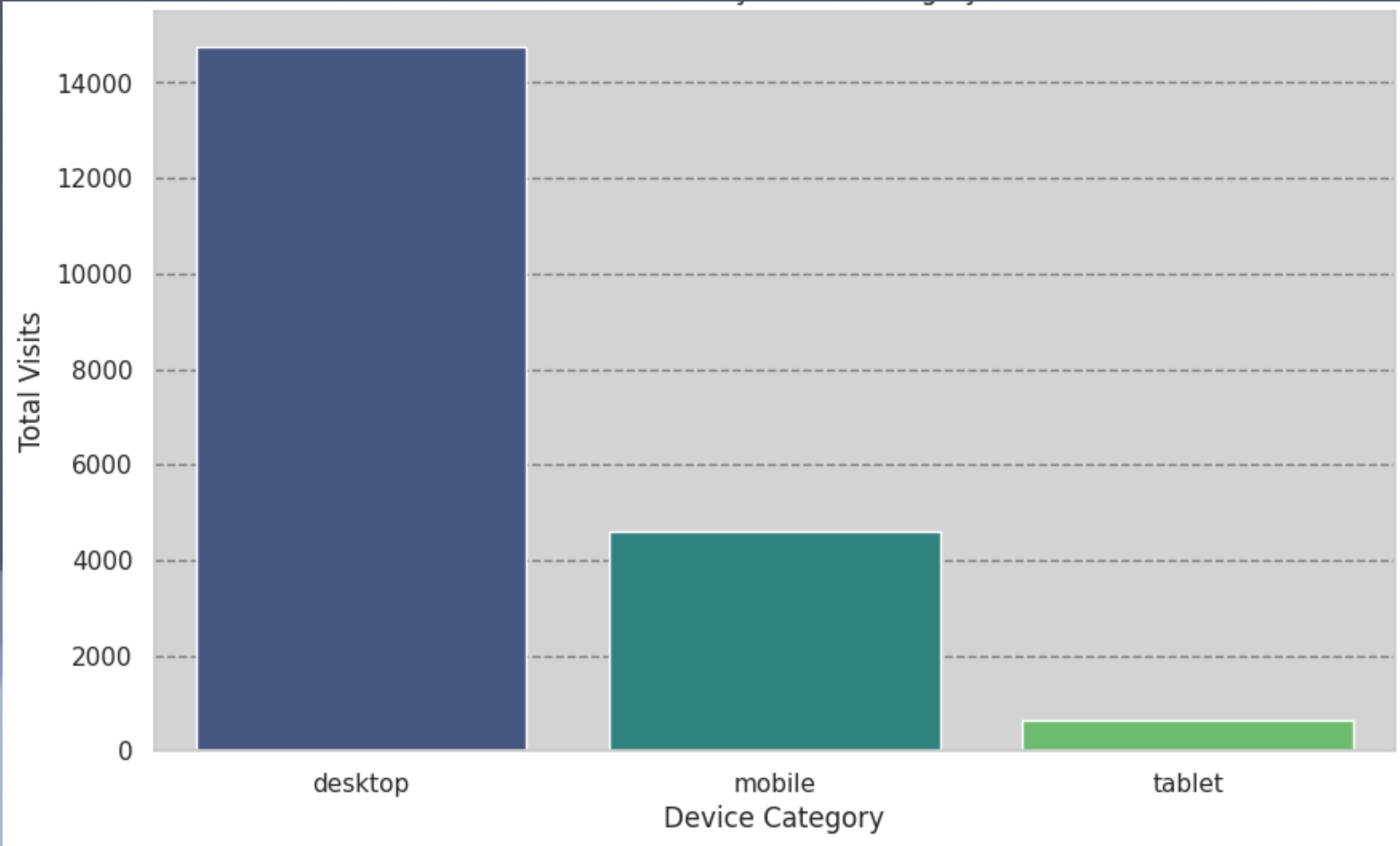


Users by Web Browser

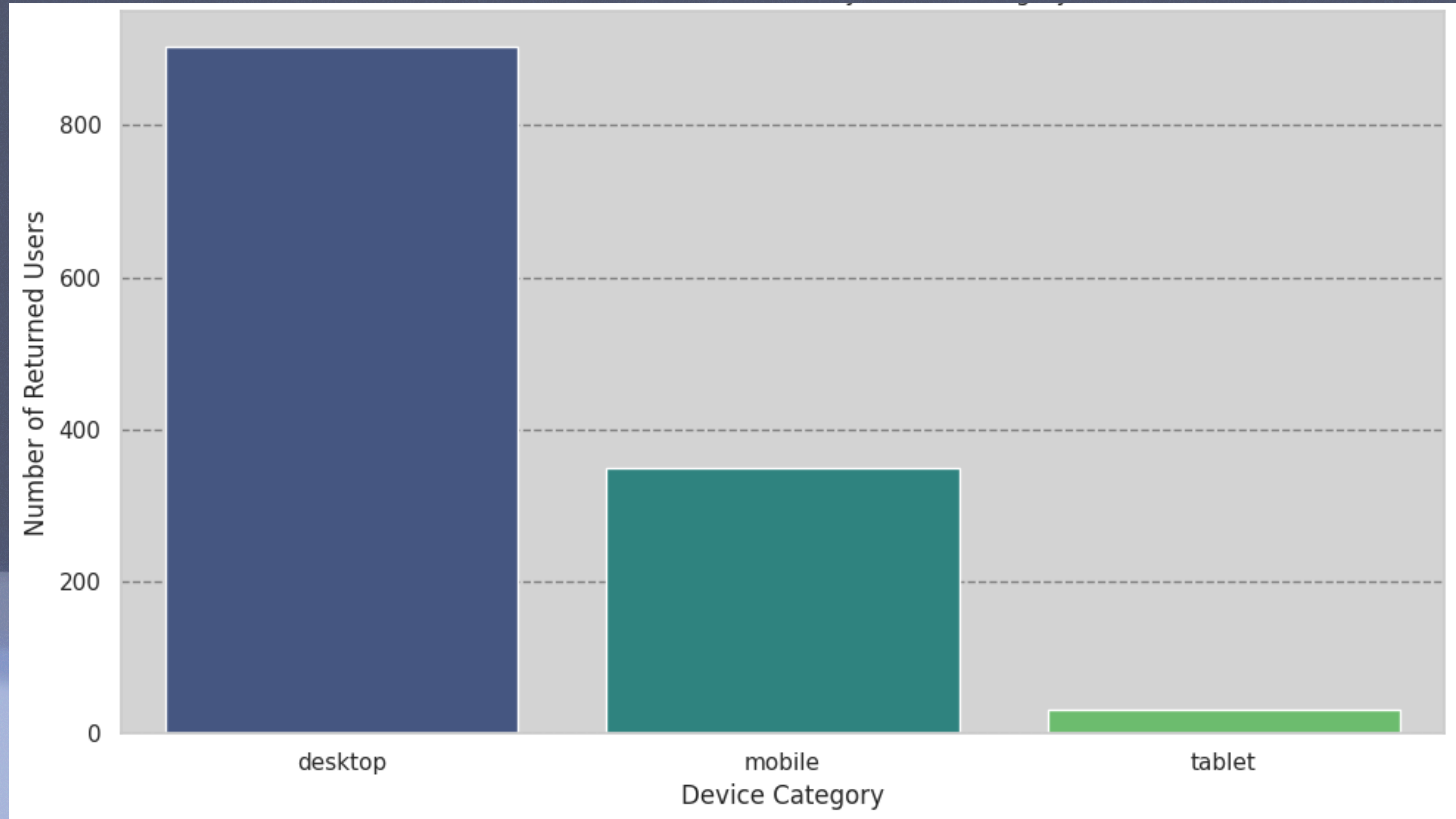


Visualization Device

Visits by Device Category

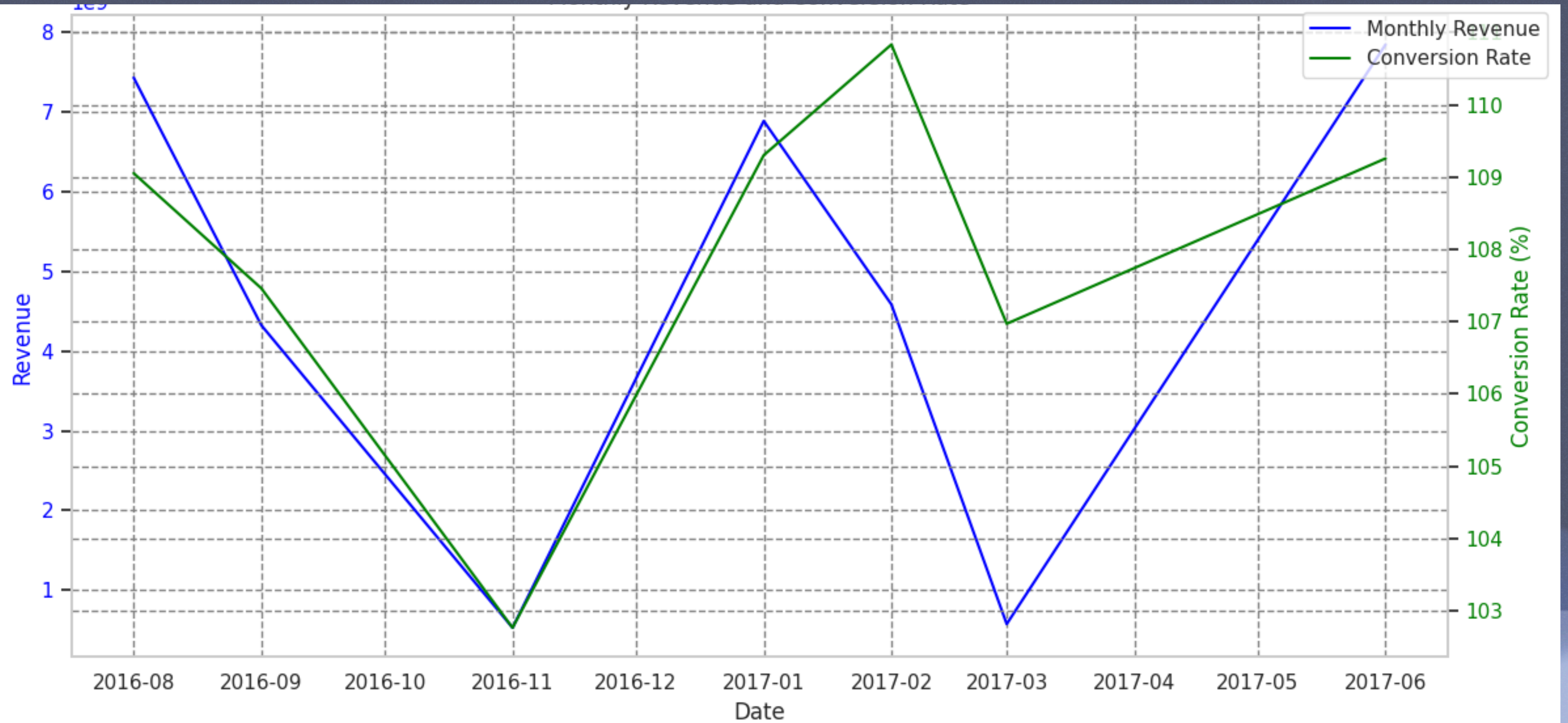


Returned Users by Device Category

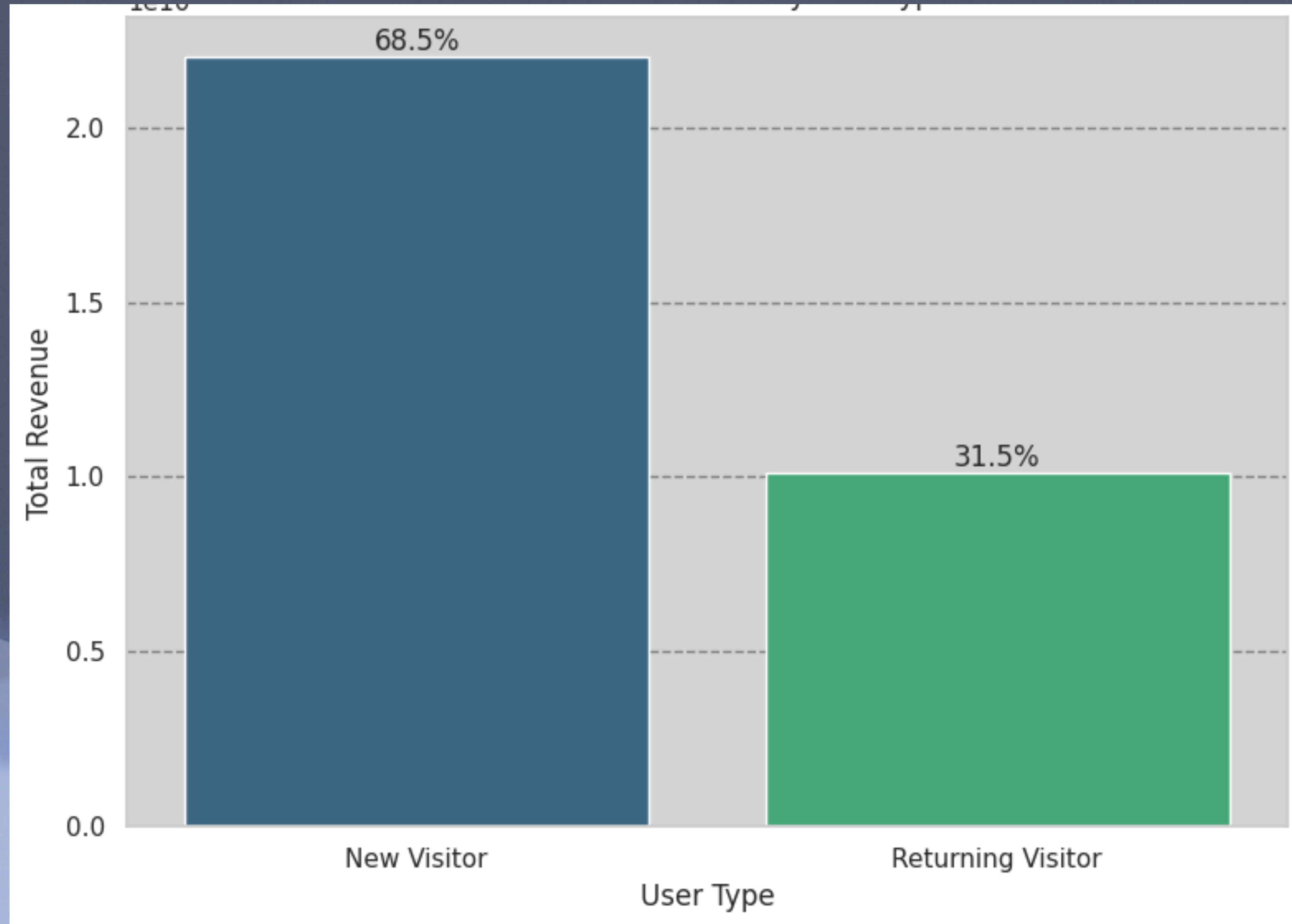


Visualization Revenue

Revenue Progression and Conversion Rate



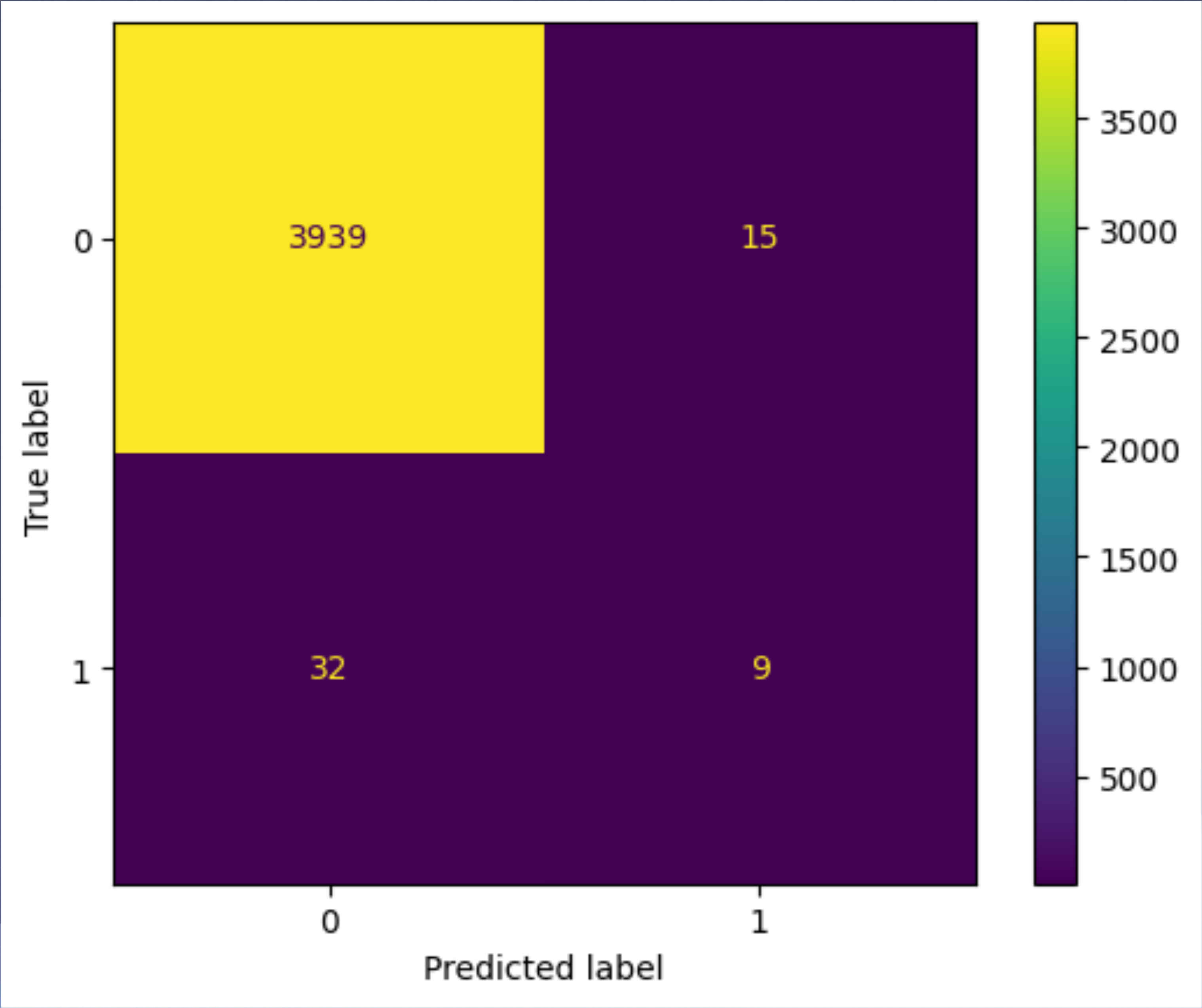
Revenue Contribution by User Type



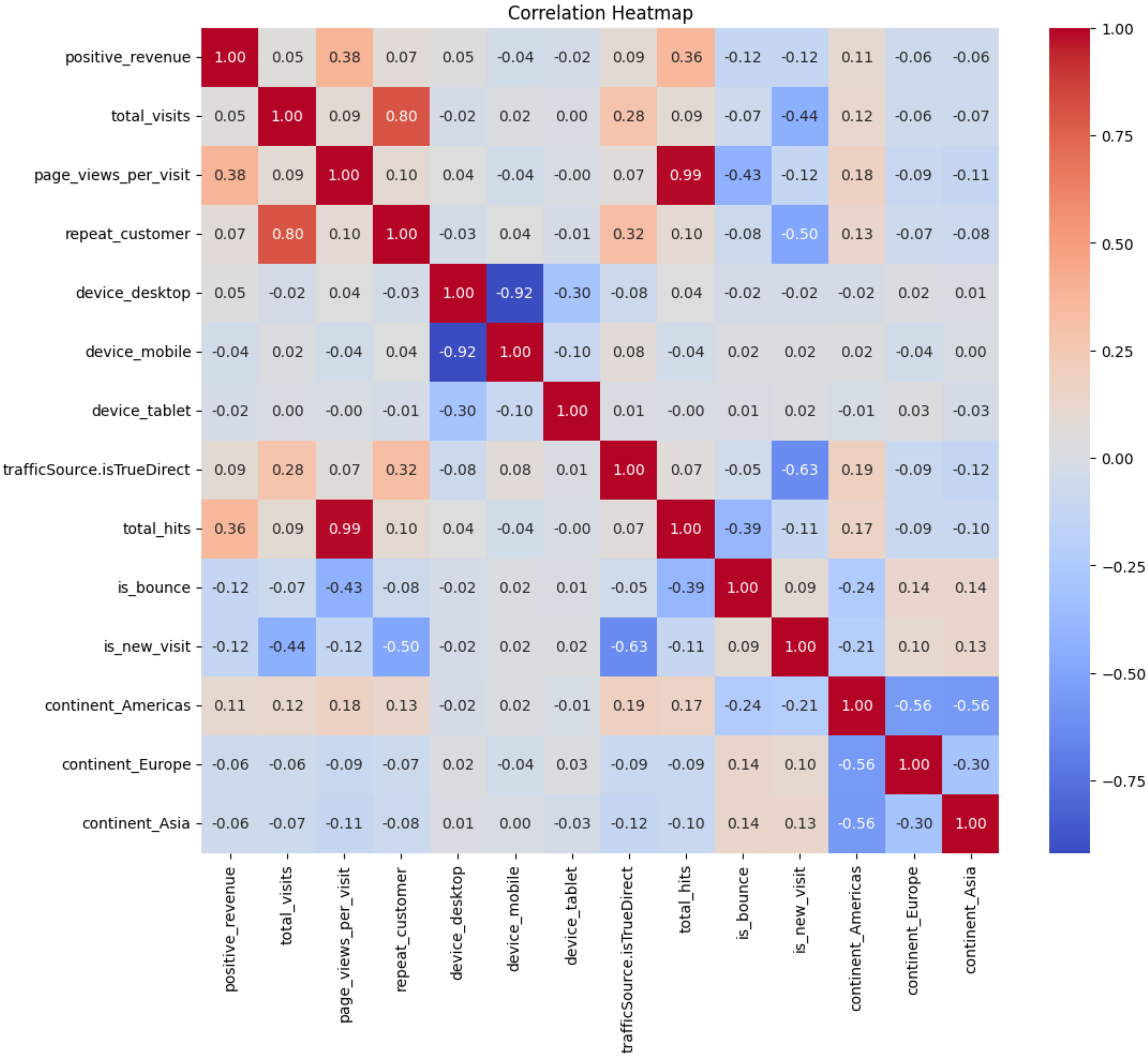
Model Visualization

Confusion Matrix

Accuracy: 0.9882352941176471				
	precision	recall	f1-score	
0	0.99	1.00	0.99	
1	0.38	0.22	0.28	



Correlation Heatmap



Recommendations

1. Prioritize continents with high user engagement
 - Focus on North America and Asia
 - Tailor Strategies for Europe
2. Enhance user onboarding and engagement
 - Improve new user experience
3. Targeted social media marketing
4. Device specific features
 - Responsive design and easy navigation