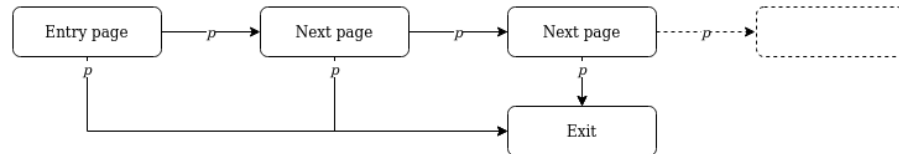# Project plan

Goal

Create a model of how a user visits the website.

Data per page

Per page we know:

- Page views
- Visits
- Bounce rate

For a sample of users we know:

- Pages visited
- Entry page

Model parameters

- Links between pages
- Page views
- Total number of steps taken

Test our visit model

For each visitor in our sample, we know the entry page. With our visitor model we can simulate visits with the entry pages we know and see how much our simulated visits resemble actual visits. This will give us a metric on how good our model is.