'Conversation\_summeris’ analysis report

The visualization in this report are created by :

<https://github.com/efrat-safanov/mmuze-research/blob/master/Improve_conversation_quality/visualization/conversation_summeries/plot_dataset_ticket_1.py>

We start with raw data found in a mysql table called 'Conversation\_summeris’.

We filter only conversations that took place after ﻿2019-07-01 (filtered 36k convs).

Occasion and dress code were 99% of the time null.

Fields that are added :

﻿ products\_found, product\_clicked, add\_to\_cart, search\_exit,

ga\_product\_clicked, ga\_add\_to\_cart, ga\_converted, bad\_quality,

platform, device, os, app, year, month, year\_month,

created\_at\_dt, day, hour, ﻿num\_of\_messages\_int.

points:

1. we have much more data from 429.

2. 28% of convs by 962 are done on wednsday and ~40% at hour 22.

3. 962 has no add to carts, 429 adds to cart at 4.5%.

4. 962 has significant higher bad quality rates then 429.

5. ga add to cart for 429 stands at ~8% (while 962 still at 0) – **why is ga add to cart higher?**

6. 429 has higher search exits.

7. for 429 ga click rate 14% and 18% click by us, while ga add to cart is 8% compared to 4.5%.

8. what does num of msg’s null or 0 means?

Things to check:

1. Check entire code
2. Where do I see our own conversions ?
3. What is the reason for such a difference between the retailers ?





