Task 2

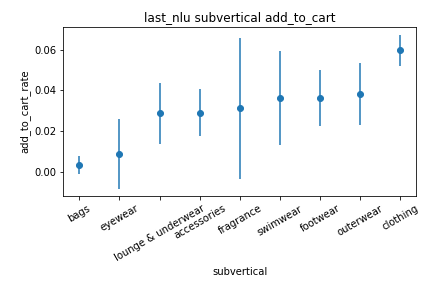
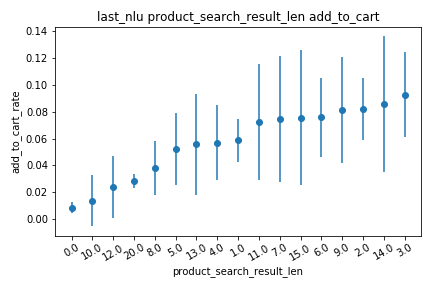
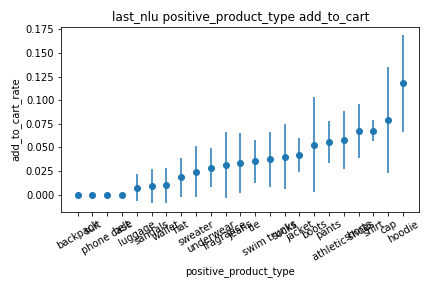
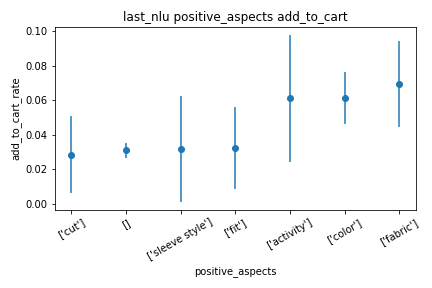
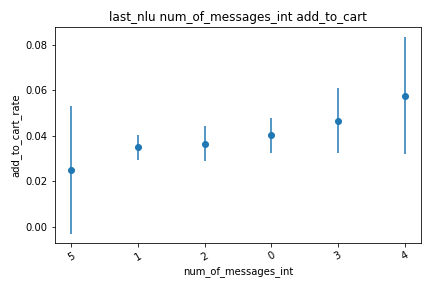
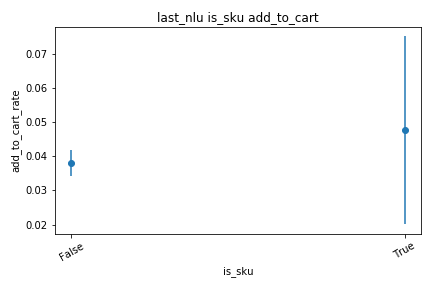
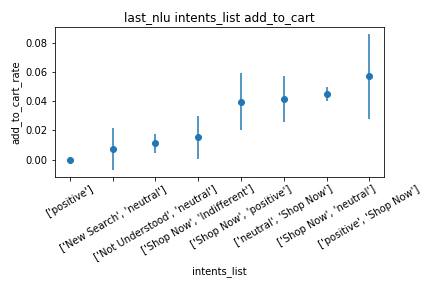
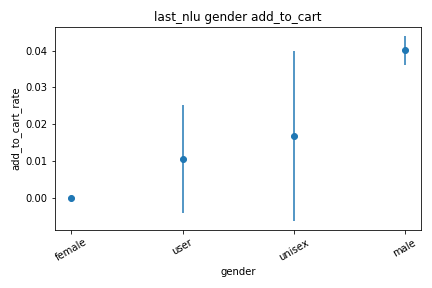
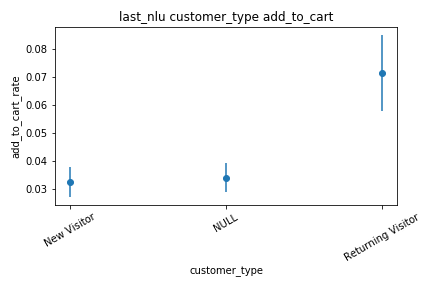
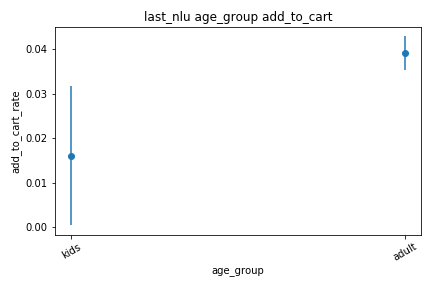
examining how data values obtained from last nlu affects add to cart, ga add to cart, and conversion rates.

The blue lines are confidence intervals. The more data we have the more confident of the “real” rate we are.

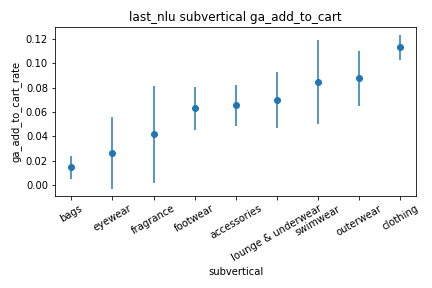
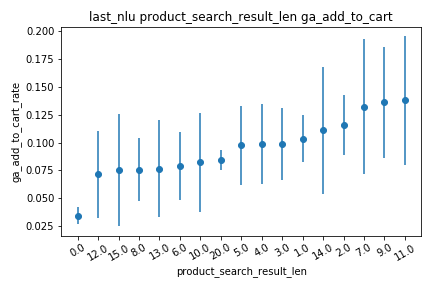
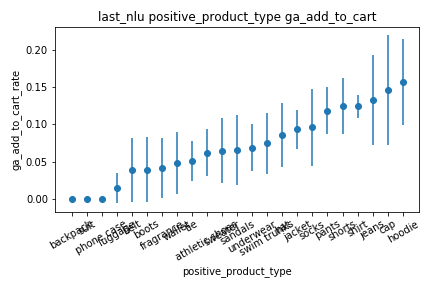
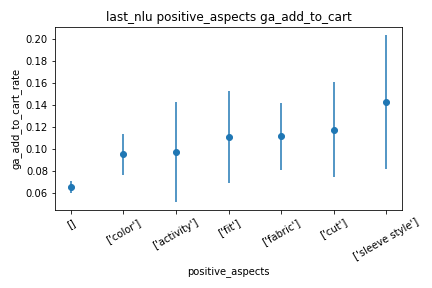
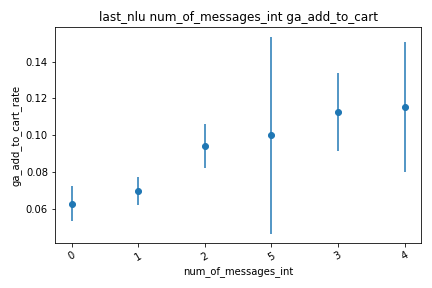
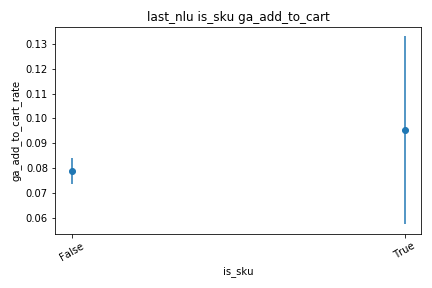
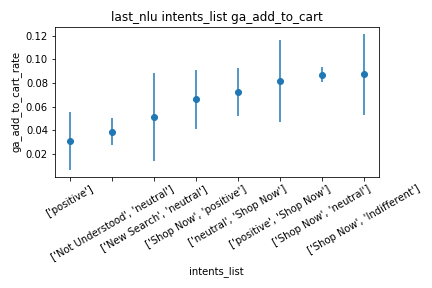
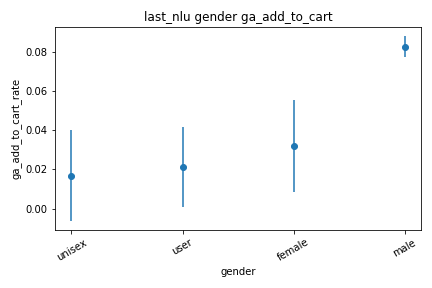
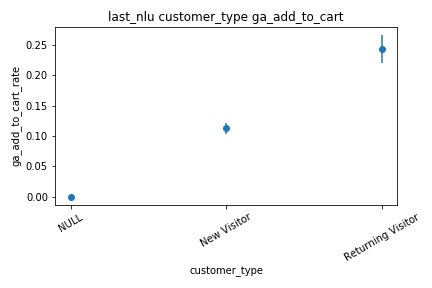
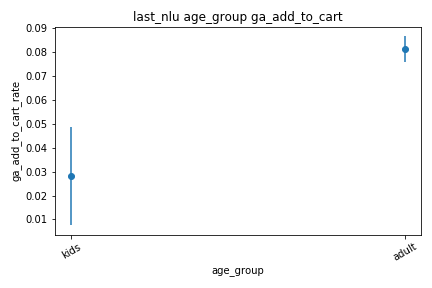
Insights:

1. There are some significant differences like age, customer type, gender, intents\_list, positive aspect, and so on
2. Regarding add to cart and conversion we do not see a significant difference regarding conversation length. however, regarding ga\_add\_to\_cart we can see that users that experience two msg’s and above have a significant higher chance of adding a product to their cart.

Add to cart



Ga add to cart



Conversion rate

