Fingerhut.com Web Log Modeling

# Data Specs:

* Adobe Analytics server call logs will be provided, along with data dictionaries and lookup tables
* Data will be anonymized and all credit-related data removed
* We will normalize the data ahead of time for ability to purchase, amount open to buy, and new customer vs existing

# Business Context:

We have assorted marketing tactics available to us both within a user’s session, and afterwards on off-site marketing channels. Having models that help us predict a user’s behavior can inform whether we should incur the marketing or promotional spend for that specific user. Actions available to us include:

* Offering a modal with a promotion mid-visit
* Retargeting a user off site via display, facebook, etc.
* Emailing a known user
* Sending a physical postcard
* Pushing a mobile app notification or text message

# Problem Statements:

* Upon entering the checkout, what is the likelihood the visitor will place an order?
* Does this visitor need a promotion/discount offered to them in order to convert?
* What is the likelihood this customer will place an order in the next 7 days?
* For those who bounce (View one page and leave), what is the likelihood this user will return? Should I put extra marketing spend into bringing the user back?
* For those who start their visit by managing their account (making payments, checking balance, etc…) how likely are they to continue that visit by entering the shopping funnel?
* Can I gauge the overall intent of the visit within 5 page views? Is the user window shopping? Making a considered purchase? Impulse buy?