Identifying Marketing Strategy a Local Small Business Owner
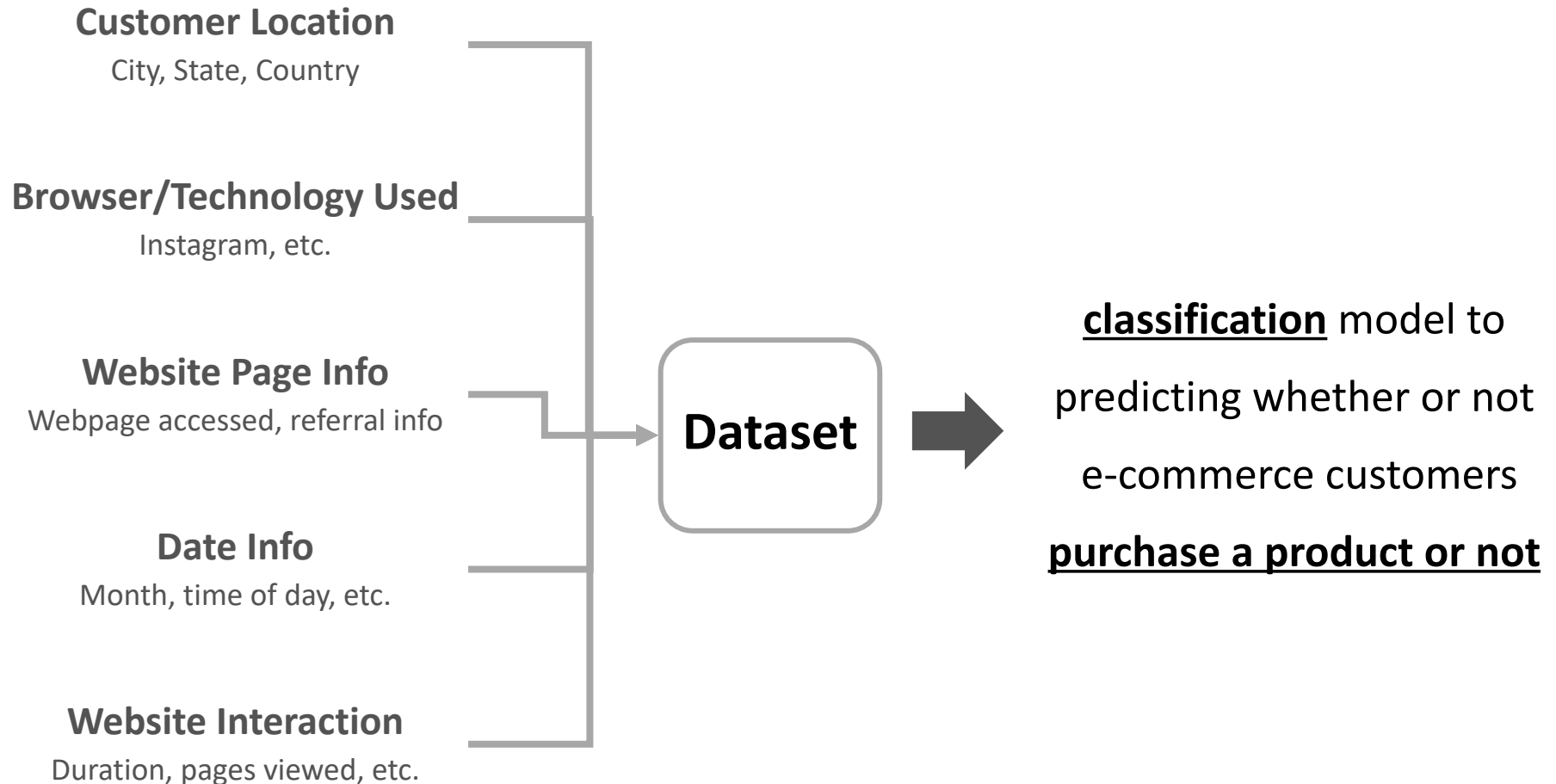
Alexandra Garney | Metis Project 4

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Maker Megan is looking to increase website sales

- Primarily an e-commerce platform selling clay earrings
- Currently **~3.6%** of website interactions result in sales

Clay earrings

Examined website behavior to inform buyer profile

Customer Location
City, State, Country

Browser/Technology Used
Instagram, etc.

Website Page Info
Webpage accessed, referral info

Date Info
Month, time of day, etc.

Website Interaction
Duration, pages viewed, etc.

Dataset

classification model to predicting whether or not e-commerce customers **purchase a product or not**

Resulting logistic regression model had F Beta = 0.75

Features Include:
Bounce Rate
Items in Cart
Reached Checkout
Page Type
Location
Day of the Week
Season

Model Predictions

	Predicted No Purchase	Predicted Purchase
Actual No Purchase	**4334**	**67**
Actual Purchase	**0**	**162**

All actual purchases were identified as purchases within the model.

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**Of all purchased predicted, 71% were correctly predicted.**

Reached checkout was ~10x larger than any other feature

Beta Coefficients for Top/Bottom 3 Features
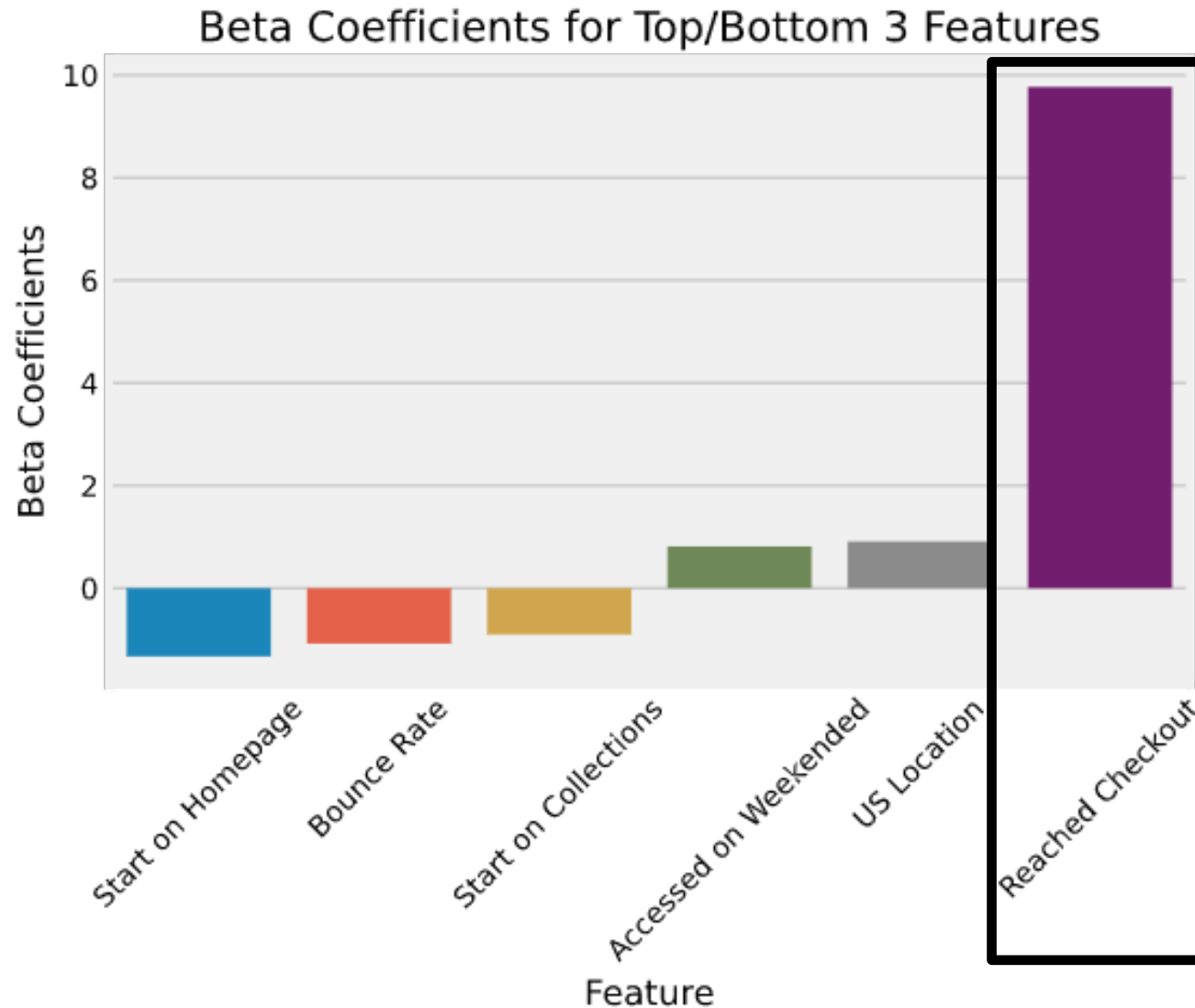
Both collections/homepage have a negative relationship

Beta Coefficients for Top/Bottom 3 Features
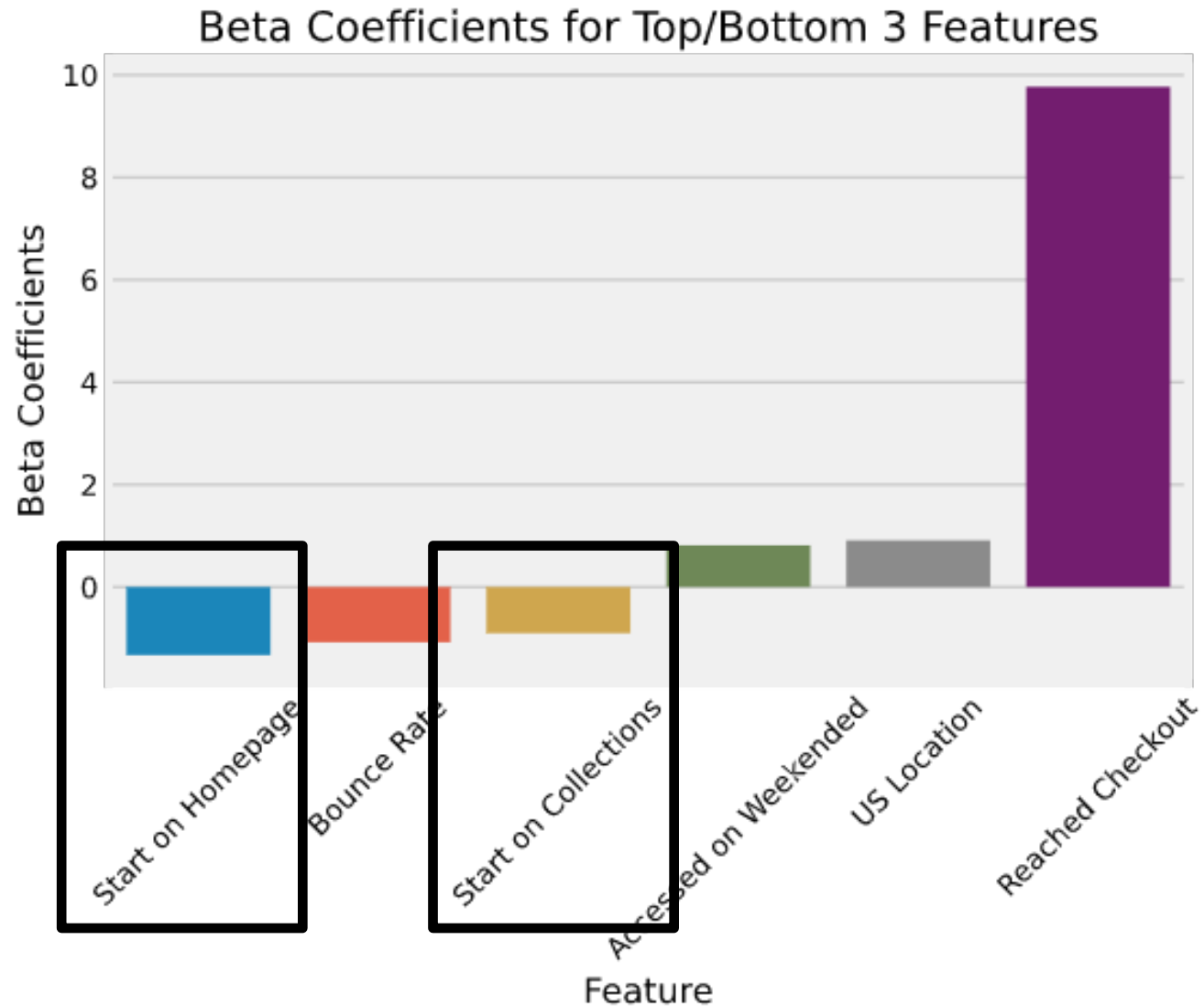
Weekend access positively influences purchasing behavior

Beta Coefficients for Top/Bottom 3 Features
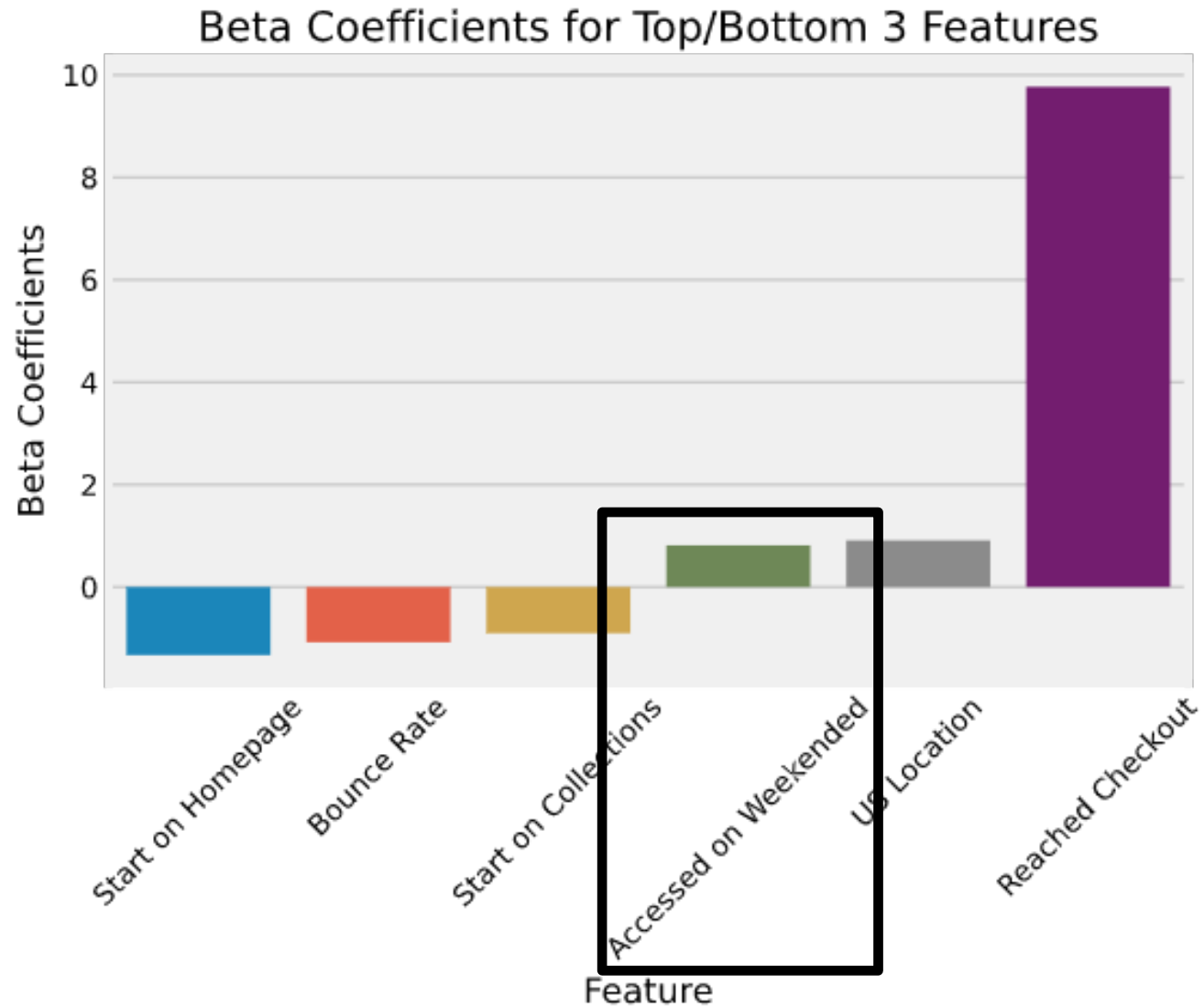
Recommendations

- Keep checkout experience the same

- Re-evaluate current product organization

- Focus additional marketing efforts on the weekend