## JubaPlus Meetings

## Meeting 1: 03/21/2016

IT and OT analysis

Weight is taken the same, it shouldn’t be

Intab weights fixing

Debugging

IT files

OT files

Meeting 2: 03/23/16

Celebrity onsite behavior and segmentation

I am createing first dataset (onsite behavior)

3 tiers of values of visitors (Create 3

1. Coming to website and bouncing off immediately (bouncers) User only visit one page and he never comes again, he can spend him one hour or one sec it’s the same.
2. People who visited 2 or more pages -> High value visitors
3. People who booked online or held revenues(reserved the cruise but not puschagred it) they are t

How many unique ids in each field.

On the right, unique sessions

Bouncers will have only one

1 2 3 4 5+

Average time for the first visit

Averahe time for the second visit

Etc.

**Definition of session.**

Lag between each visit, between 2nd to the 3rd what is the average lag

This has many applications to the marketing views.

**Data has to be accurate**

**Project 2:**

Again on celebrity:

Subprojects

TV effective analysis

3 KPIs are brand, awareness and preference

1st KPI brand TV impressions

2nd awareness