

# DAT 530 Advanced Statistical Methods

Project Review: Week 6

**Reviewer:** Brandon Hosley

September 9, 2020

## **Project Title:**

Predicting Conversion of Free Trial Users to Paying Customers to Increase Sales by Developing an Effective Free Trial Program

## **Author(s):**

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## **Source:**

Galit Shmueli Student Projects

## **The Problem the Author(s) is Trying to Solve in the Project:**

[\*\* A brief description goes here \*\*]

## **Machine Learning (ML) Algorithm(s) used:**

- ML Algorithm 1 (just the name of the algorithm; such as, Random Forest)
- ML Algorithm 2
- More ...

## **A Brief Description of One of the ML Algorithms used:**

[\*\* Pick one of the ML algorithms you wrote down from above and write a brief description on it \*\*]

At the beginning, I would suggest that you pick the ML algorithm that you are not familiar with (e.g., Random Forest). Google it. Then write a \*short\* paragraph on it.

- You will find, for most common ML algorithms, there are lots of short YouTube videos on them. Watch them!
- As time goes by, you will eventually know most of the ML algorithms (or, at least, heard of most of them). Then you can think of writing a slightly in-depth description.

## **Metrics Used to Evaluate the ML Algorithms:**

[\*\* They goes here; e.g., Root Mean Squared Error (RMSE) for Regression \*\*]