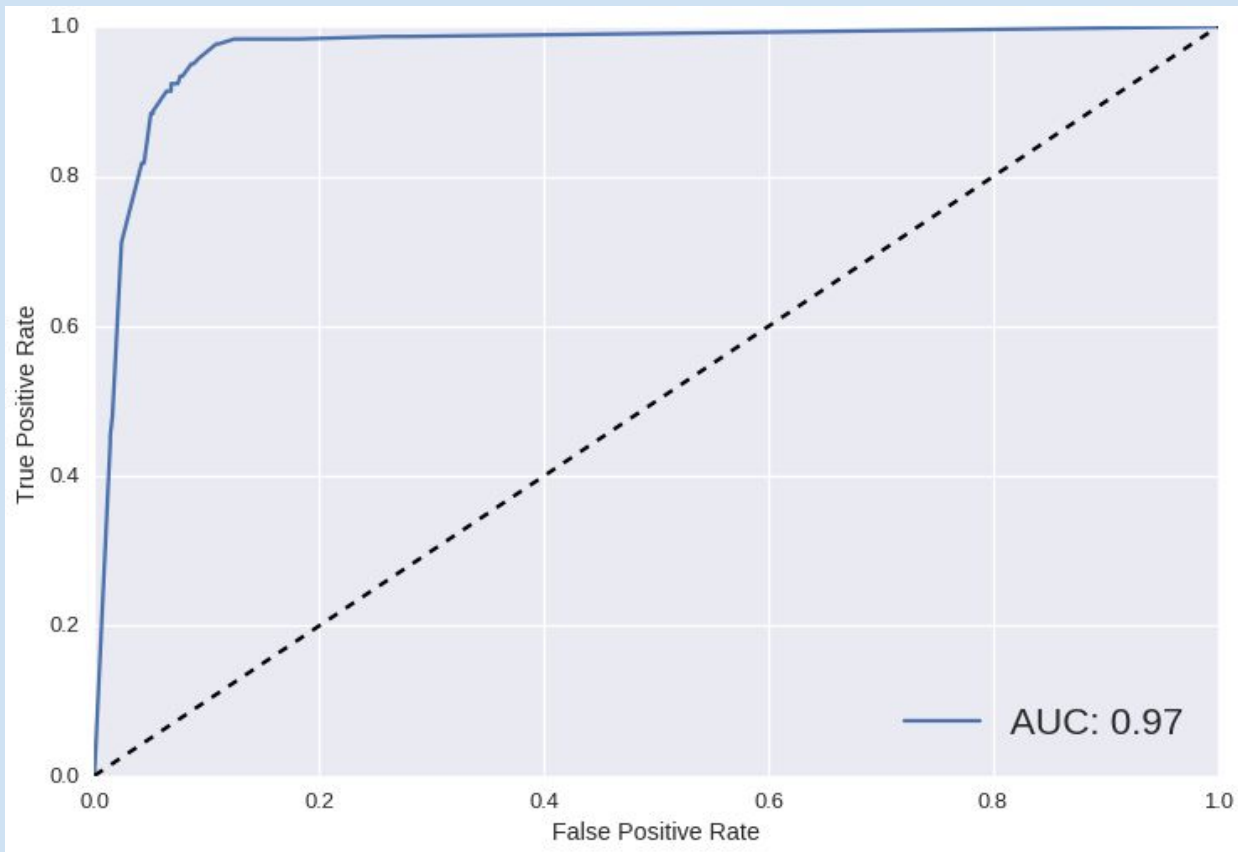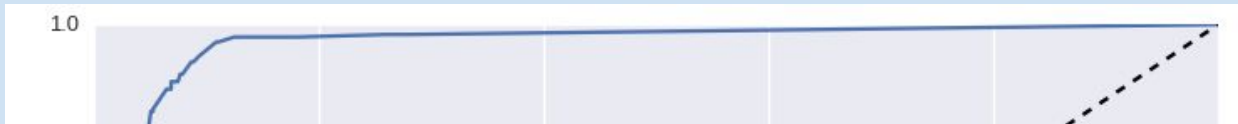# outbound

Straightforward Insights for Growing Apps

Ben Regner

Problem: Providing actionable insights to a non-specialist clearly and without ambiguity.

Predicting Important Events for User Engagement
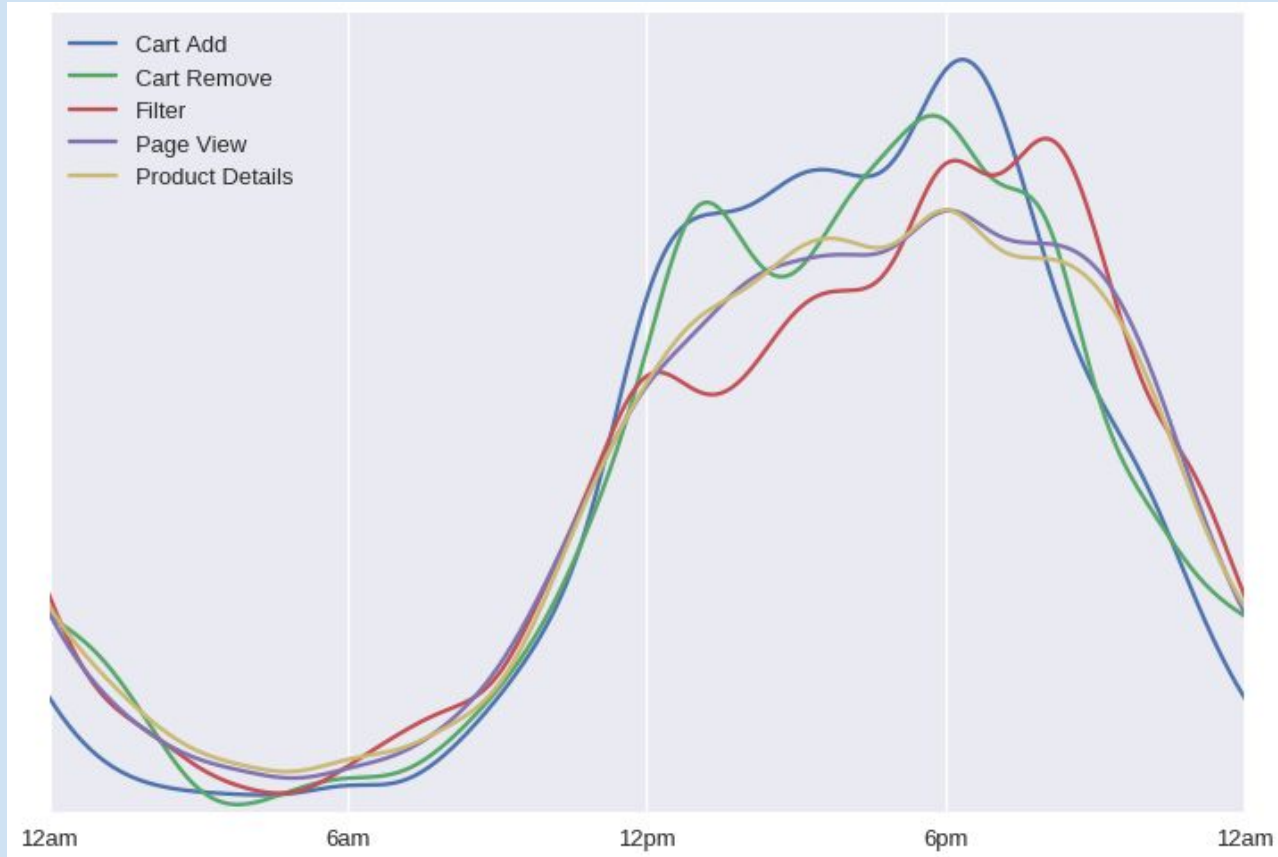
Predicting Important Events for User Engagement

A statistical tool called a random forest classifier takes user events to predict users who will "Checkout" with 92.6% accuracy. The events that are the most important to distinguish users are:
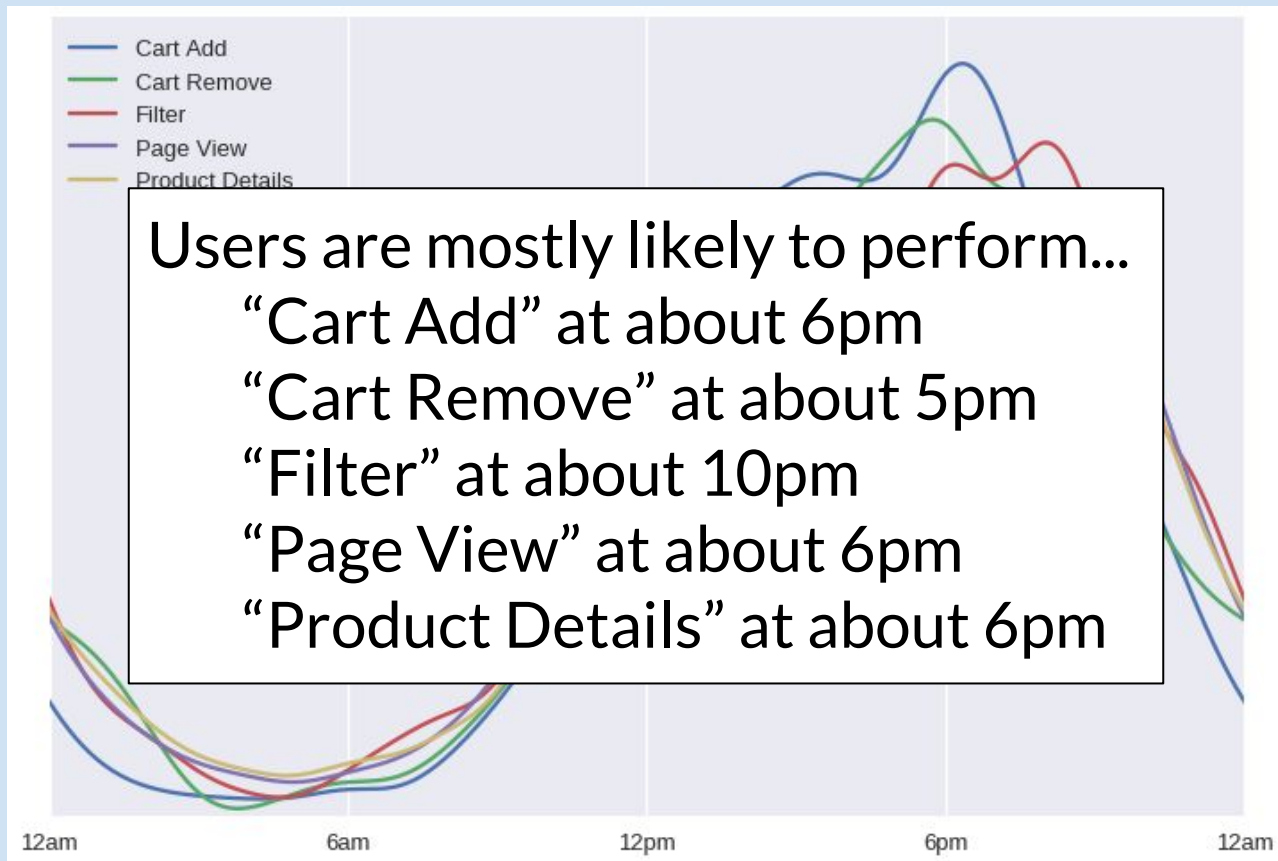
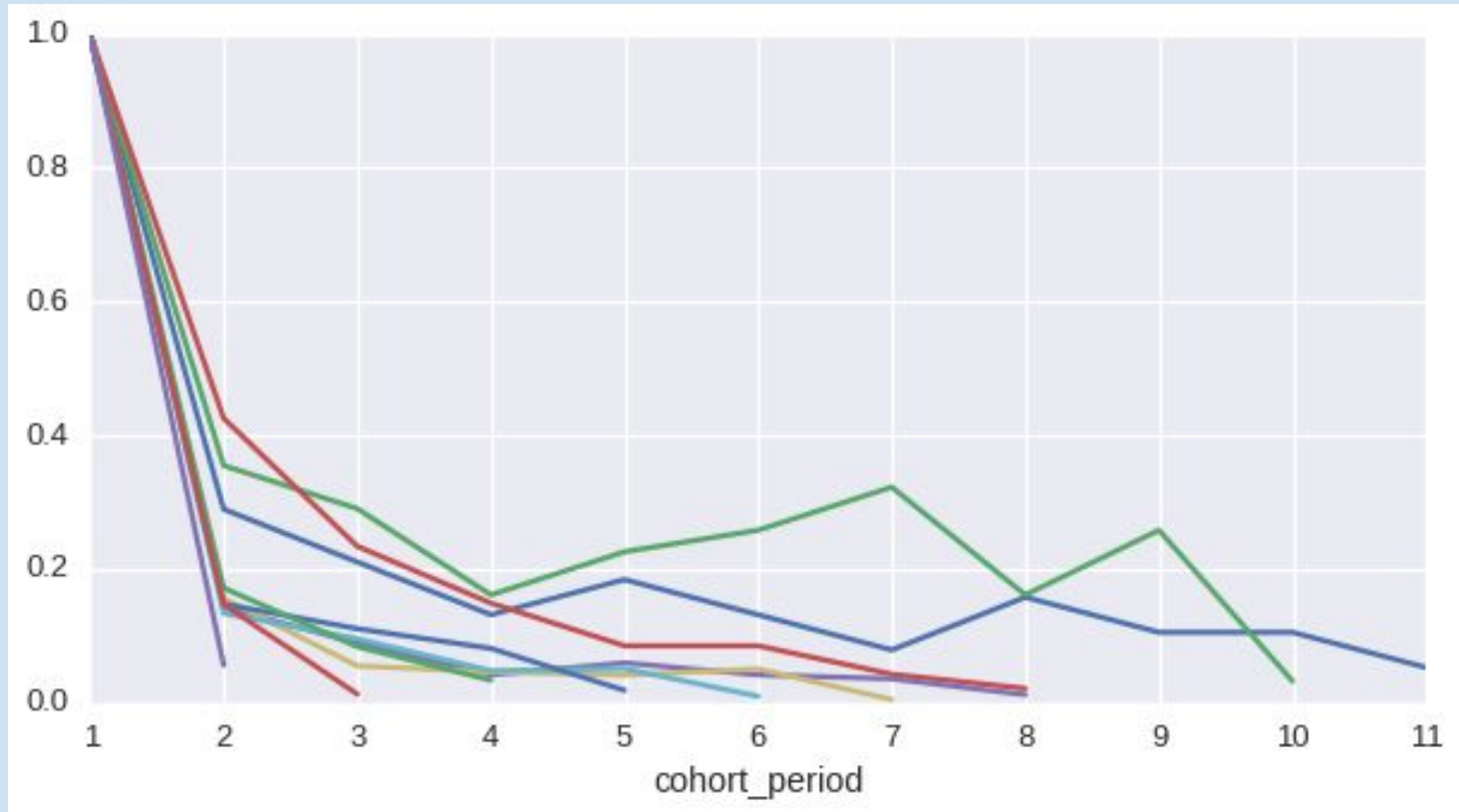"Cart Add", "Page View", "Cart Remove", "Product Details" and "Filter".

False Positive Rate

Timing of Daily Events

Timing of Daily Events

Users are mostly likely to perform...
"Cart Add" at about 6pm
"Cart Remove" at about 5pm
"Filter" at about 10pm
"Page View" at about 6pm
"Product Details" at about 6pm
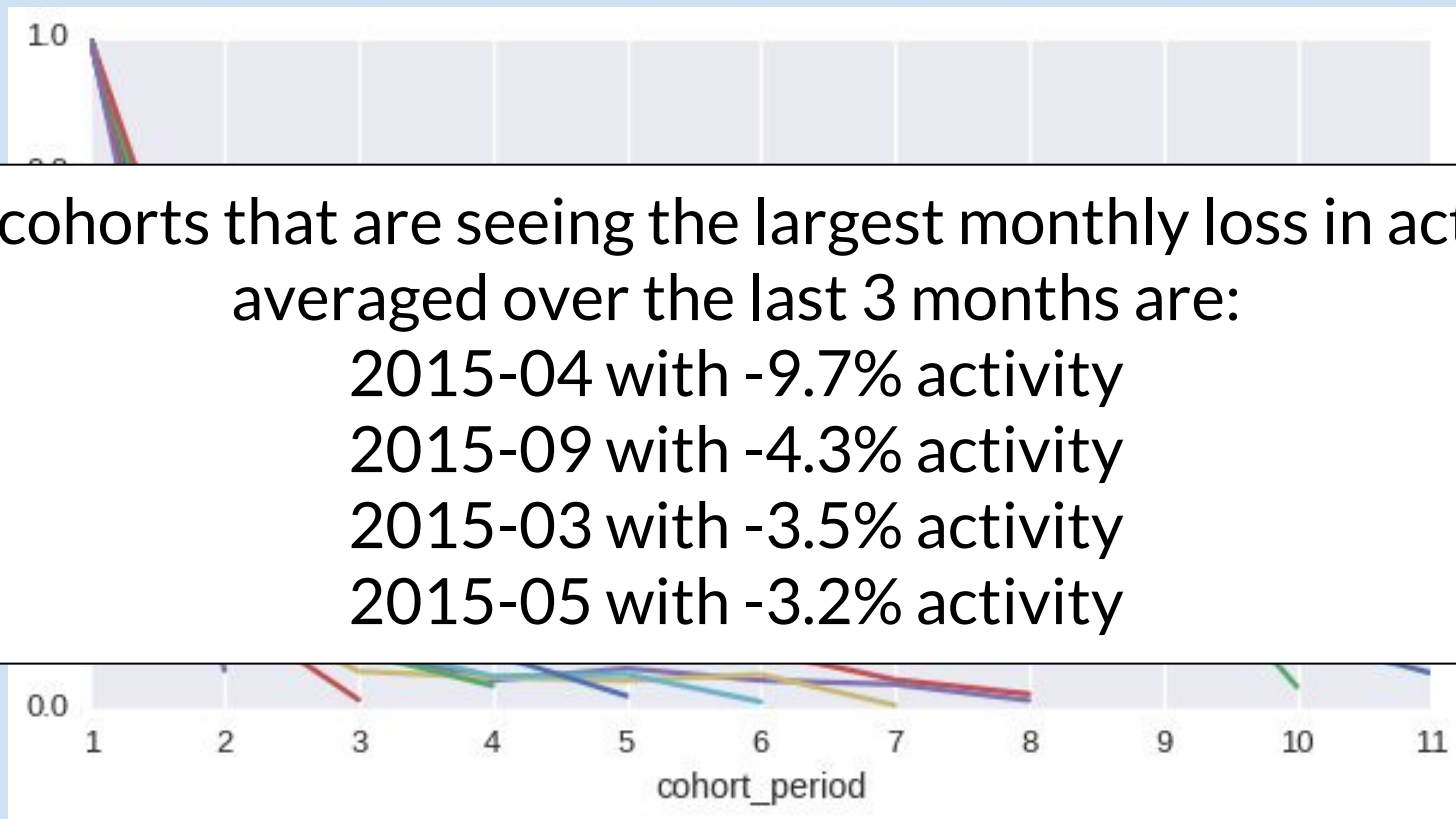
Cohort Analysis
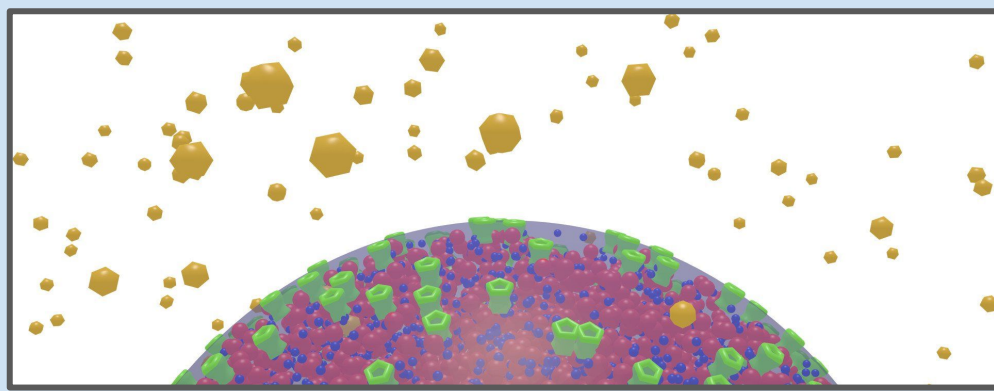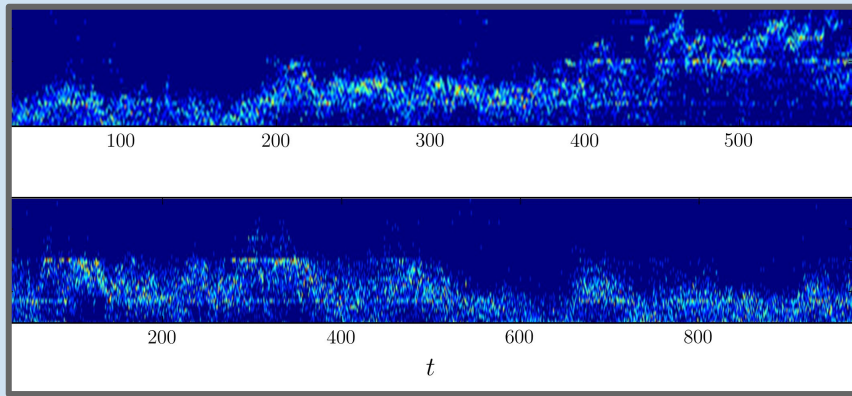
Cohort Analysis

The cohorts that are seeing the largest monthly loss in activity averaged over the last 3 months are:
2015-04 with -9.7% activity
2015-09 with -4.3% activity
2015-03 with -3.5% activity
2015-05 with -3.2% activity

Ben Regner
Postdoc at The Salk Institute for Biological Studies
Ph.D. at University of California - San Diego