



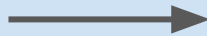
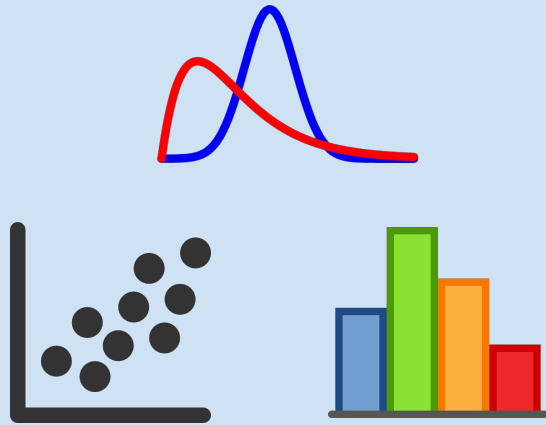
Outbound

Insights for Everyone

Ben Regner

Problem: Provide data-driven insights in a format appropriate for non-specialists.

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Users are **5x** more likely to do **Action A** if they have also done **Action B**.

As an illustrative example, let's look at a fictionalized version of one of Outbound's many clients:

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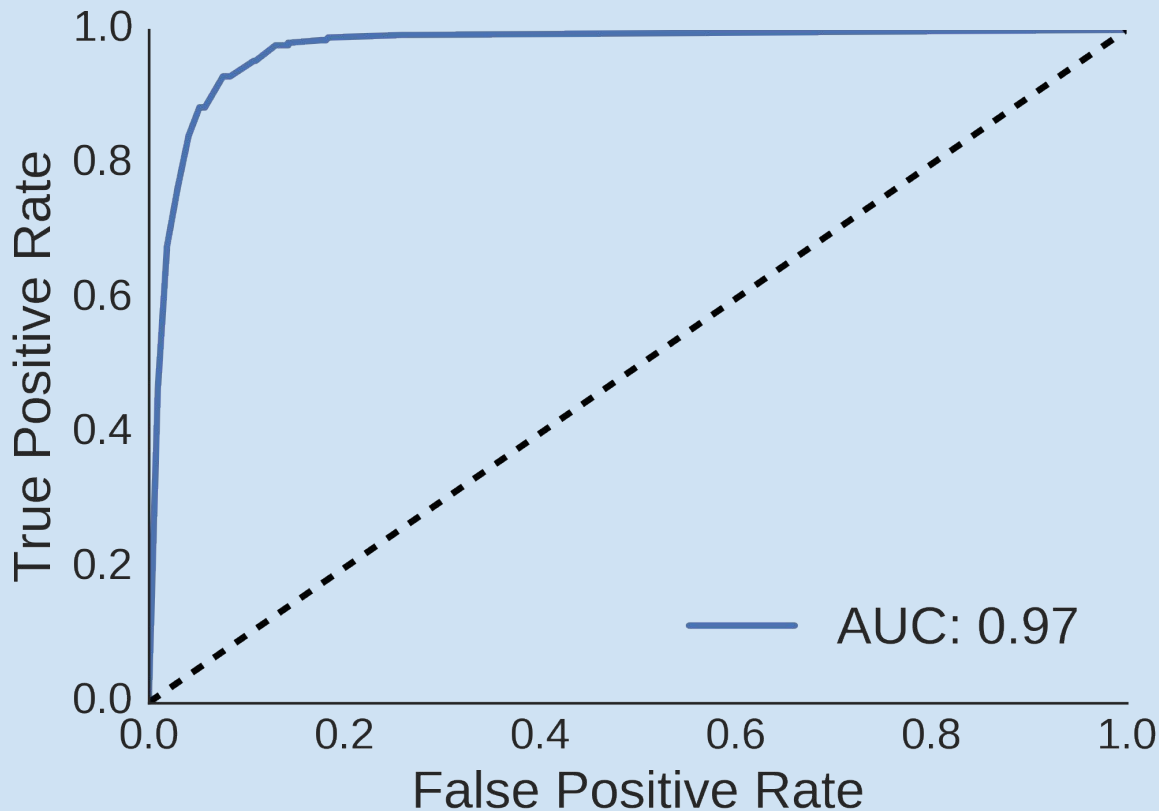
Ben's Bread

As an illustrative example, let's look at a fictionalized version of one of Outbound's many clients:

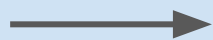
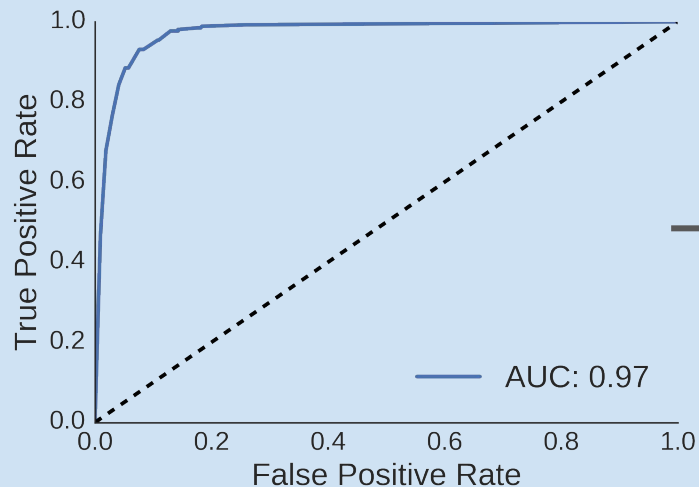
Ben's Bread

The dataset is a log of user events, such as **Buy Bread** or **Add Loaf**, with timestamps when those events occurred.

Will a user of *Ben's Bread* perform **Buy Bread**?

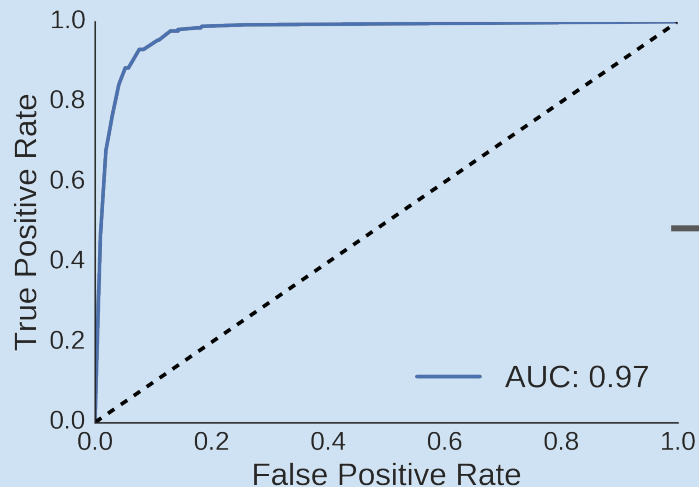


Will a user of *Ben's Bread* perform **Buy Bread**?



A statistical tool called a *random forest classifier* is able to discriminate customers who will **Buy Bread** from users who will **not** with **92.6%** accuracy.

Will a user of *Ben's Bread* perform **Buy Bread**?



The events that are the most important to discriminate users are:

Add Loaf, Remove Loaf,
View Daily Bread, Doughy Details
and **Filter Bread.**

Will a user of *Ben's Bread* perform **Buy Bread**?

Users who...

Buy Bread have always done **View Daily Bread**.

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Add Loaf are... **19x** *more* likely to **Buy Bread**.

Remove Loaf are... **2.5x** *less* likely to **Buy Bread**.

Will a user of **Ben's Bread** perform **Buy Bread**?

Users who...

Buy Bread have always done **View Daily Bread**.

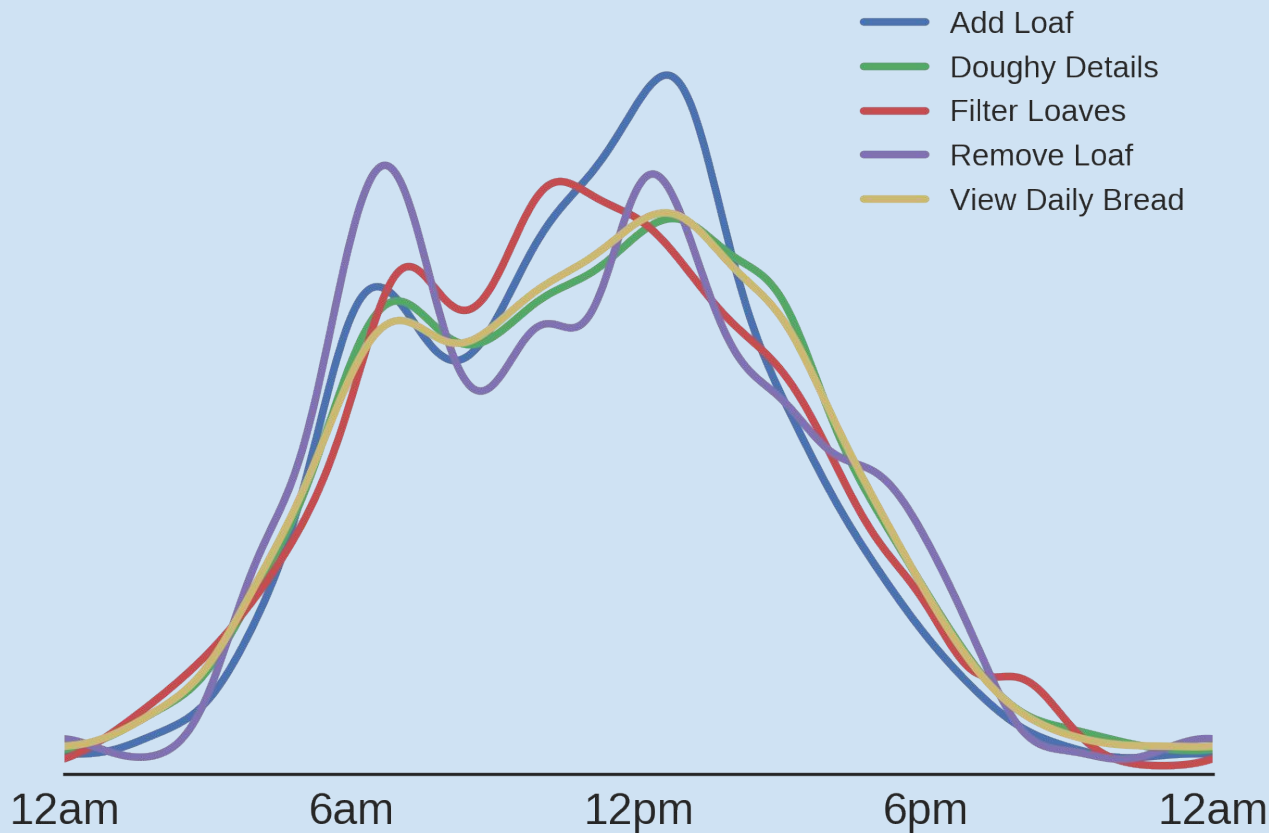
Add Loaf are... **19x** *more* likely to **Buy Bread**.

Remove Loaf are... **2.5x** *less* likely to **Buy Bread**.

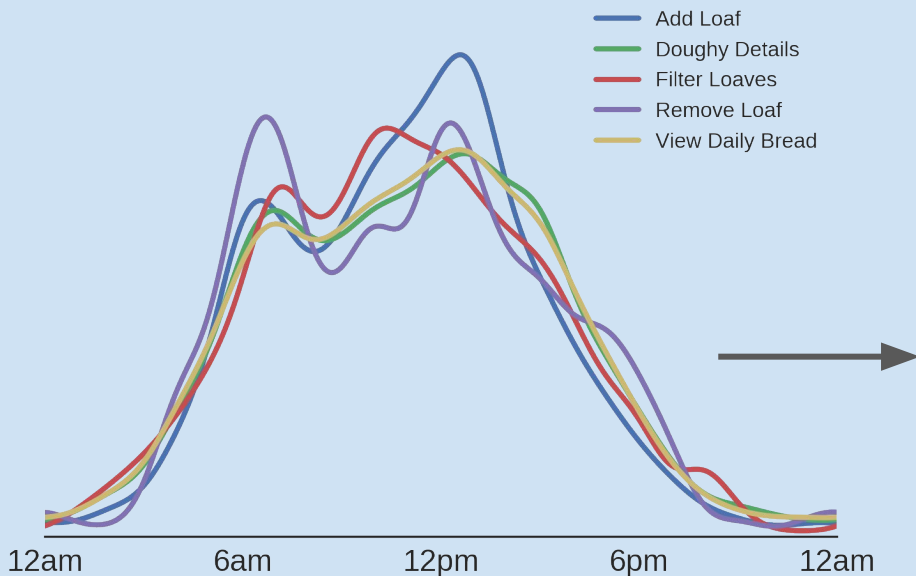
Doughy Details are... **7.5x** *more* likely to **Buy Bread**.

Filter Loaves are... **1.3x** *less* likely to **Buy Bread**.

When do customers of *Ben's Bread* use the app?



When do customers of *Ben's Bread* use the app?



Users are mostly likely to perform...

View Daily Bread at...

7am and 12pm

Add Loaf at...

6am and 12pm

Remove Loaf at...

6am and 12pm

Doughy Details at...

6am and 12pm

Filter Loaves at...

7am and 10pm



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