



# Ecommerce Site Traffic Sales Classification

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Phase 3

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# EDA overview



Sales vs non-sales

General overview of features (casual groups from notebook)

Anything surprising/interesting

*Visualization: month columns*

**Can we use this data to predict  
which sessions end in sales?**

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## [Yes!] [Kinda]

Yes: explain metrics of the model that demonstrate its reliability

Kinda: explain metrics where the model is underperforming and what that means for the limitations of the model

*Visualization of the model here. Decision tree?*



## Most important features



*ROC curve, reiterate metrics/reliability*

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What's next?



## What we know from this model

*Reiterate main findings*

*What types of tools/changes would clients like to see based on the features that are most important?*



## Direction of future study

- Logistic regression with dollar amount of sale
- More user data-loyalty