Ecommerce Site Traffic Sales Classification

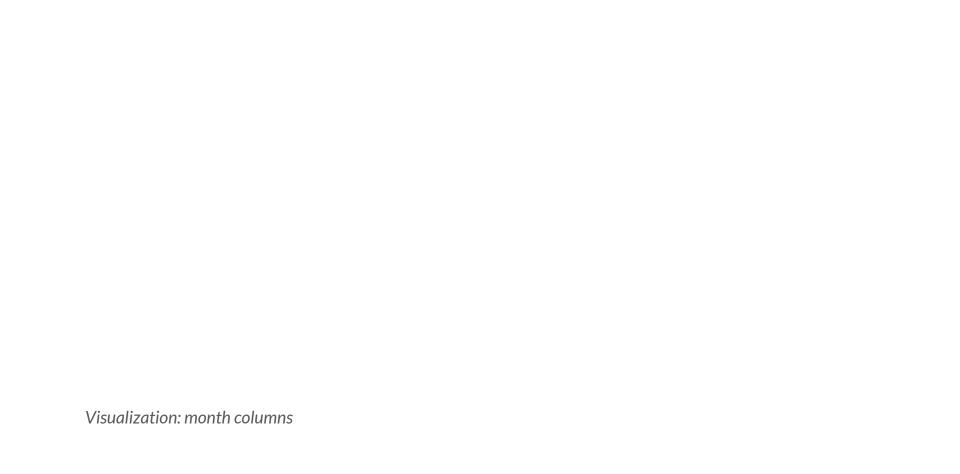
Carly Tsuda Phase 3

EDA overview

Sales vs non-sales

General overview of features (casual groups from notebook)

Anything surprising/interesting

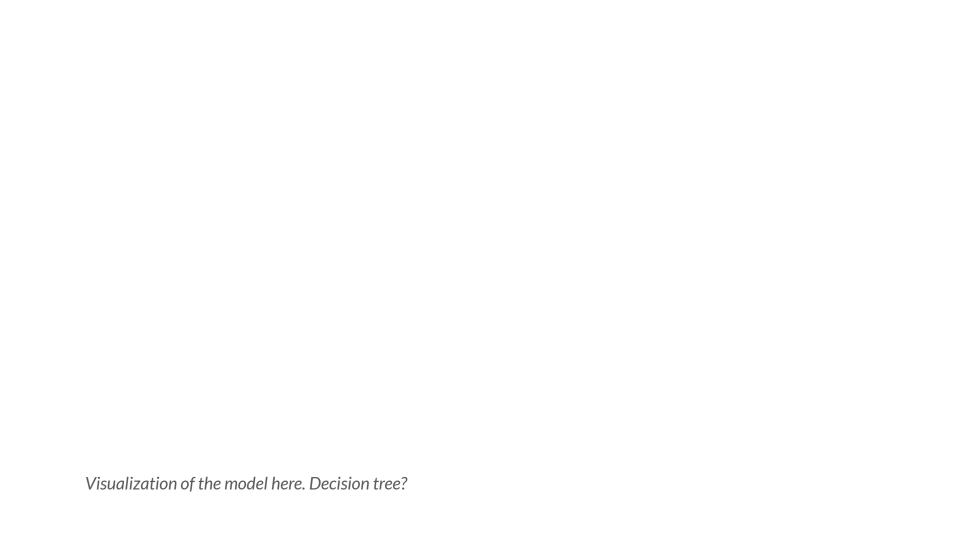


Can we use this data to predict which sessions end in sales?

[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



Most important features

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