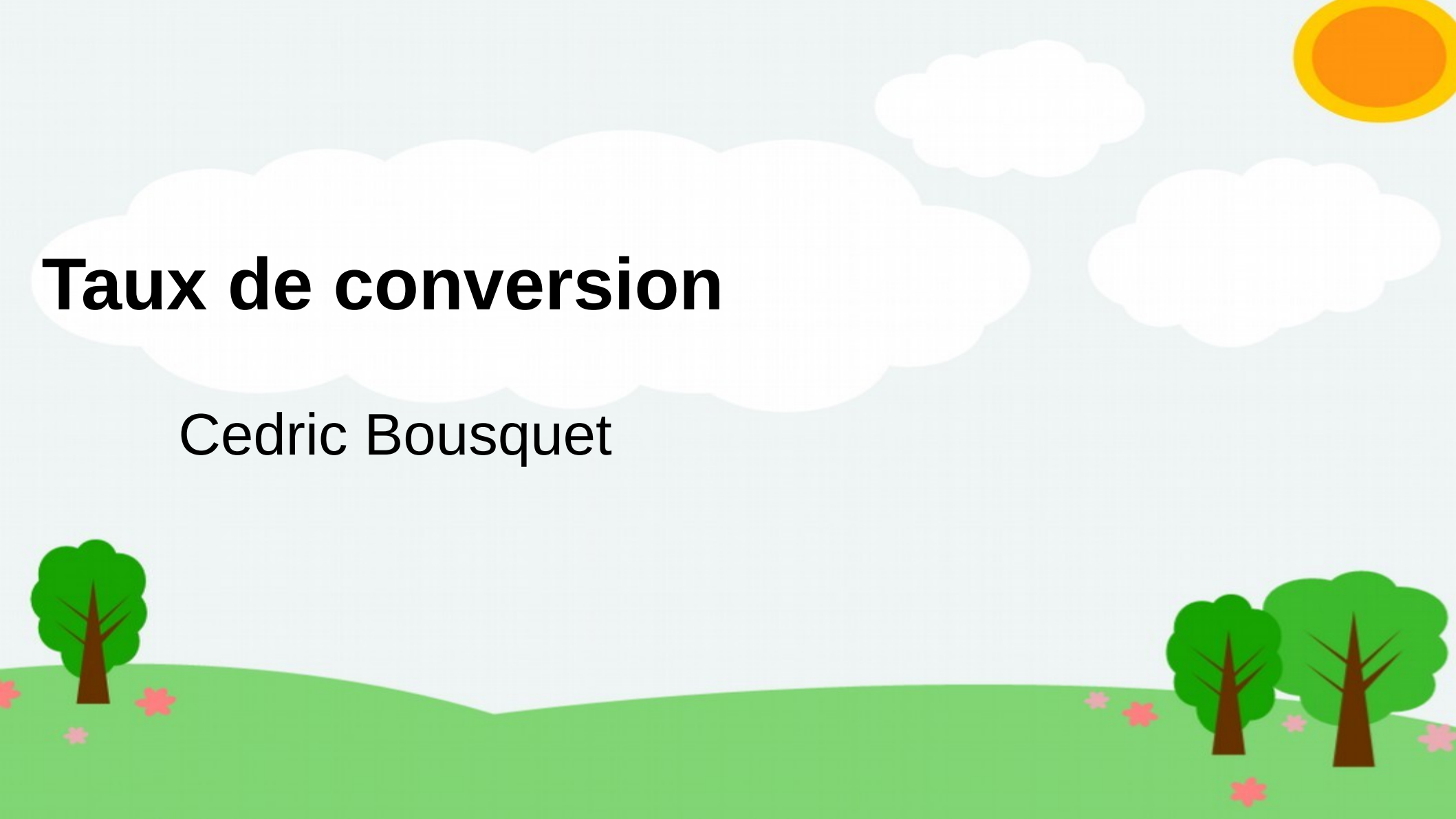


Taux de conversion

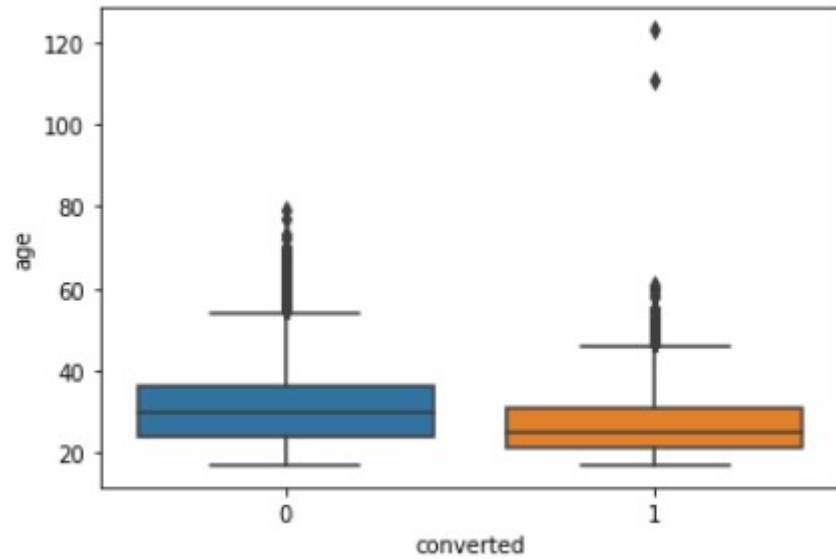
Cedric Bousquet



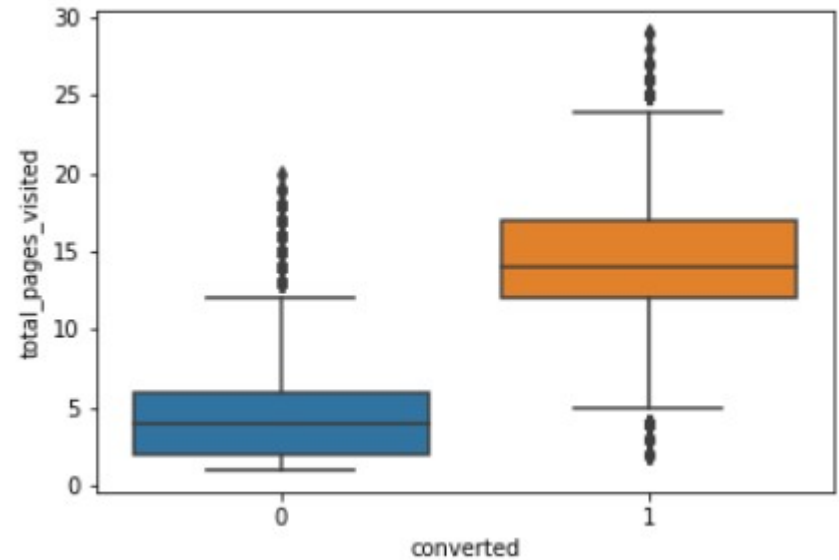
Objectif

- Prédire le taux de conversion des usagers d'un site web
- Faire des suggestions à l'équipe marketing pour l'amélioration du taux de conversion

Effet de l'âge et du nombre de pages visitées

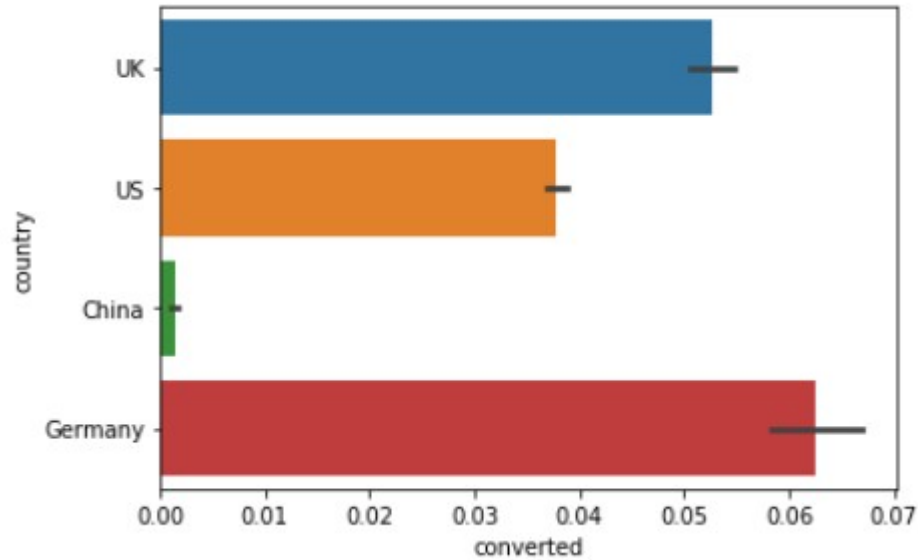


$p = 0,0$

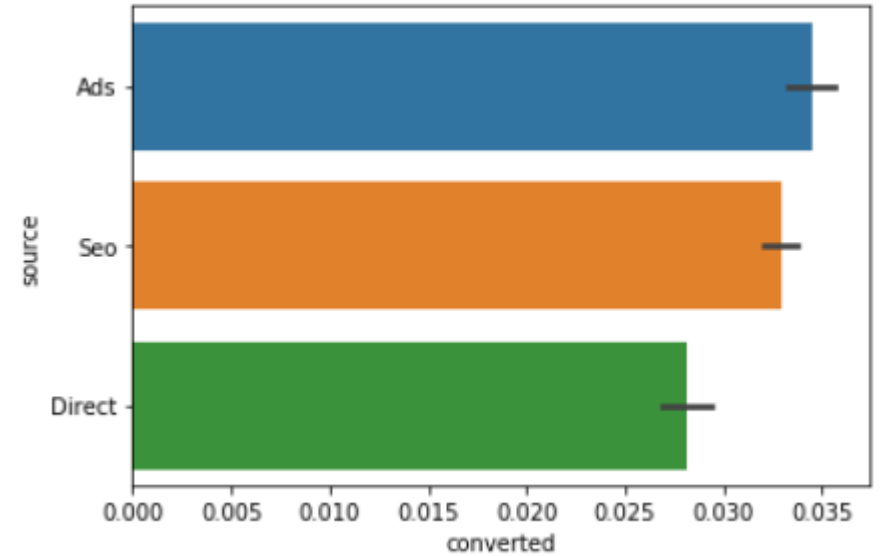


$p = 0,0$

Effet du pays et de la source

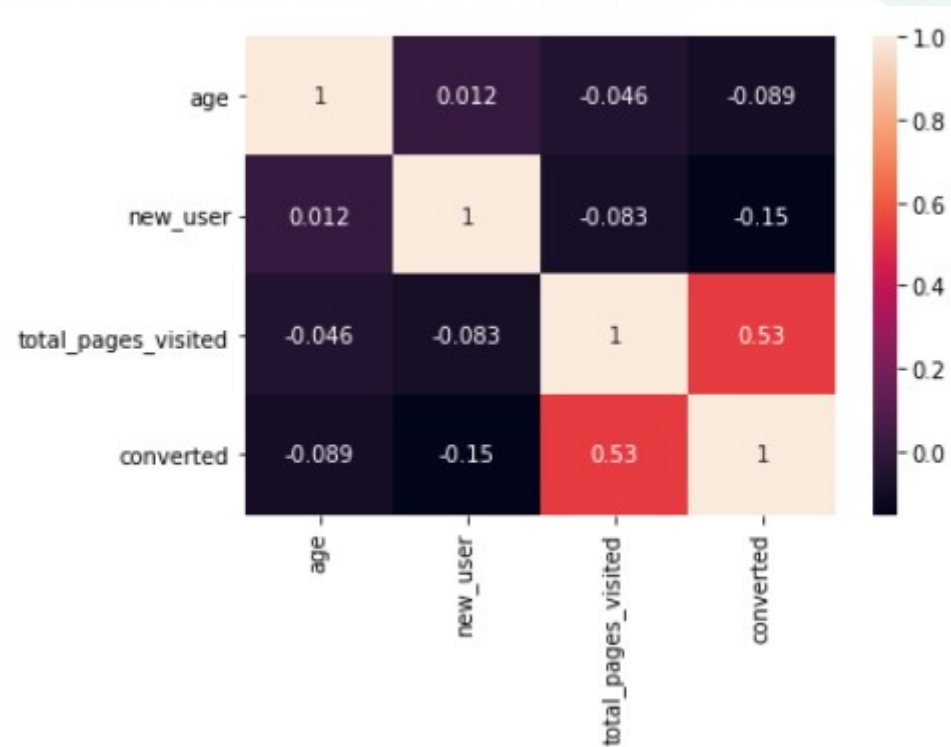


$p = 0,0$

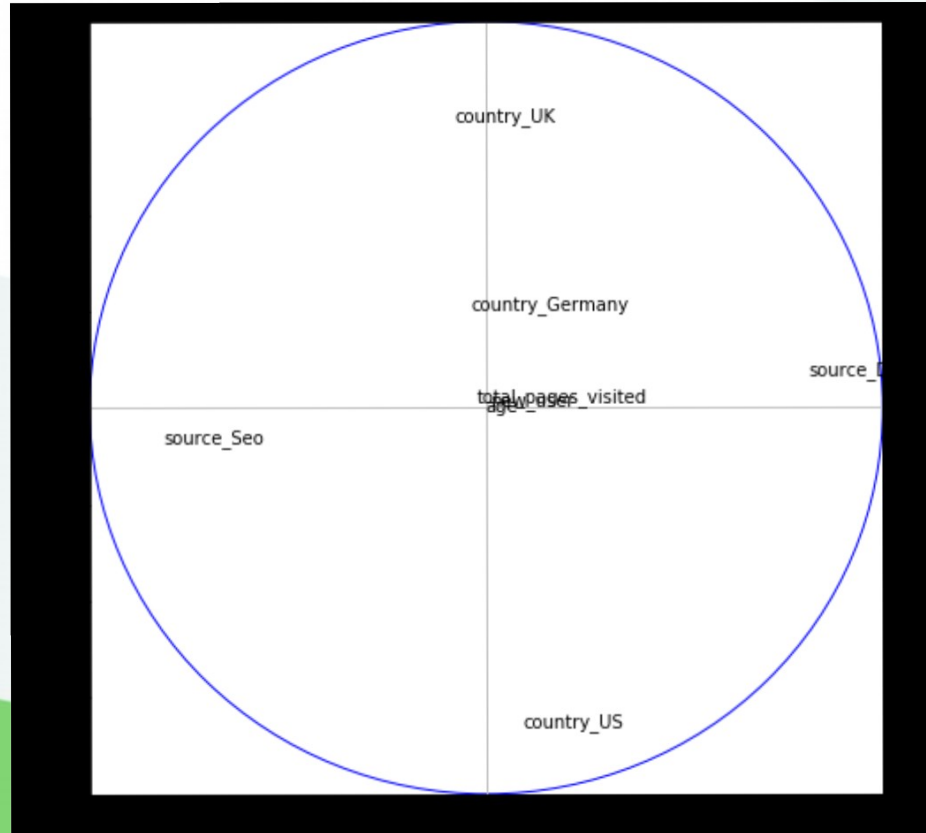


$p = 0,0$

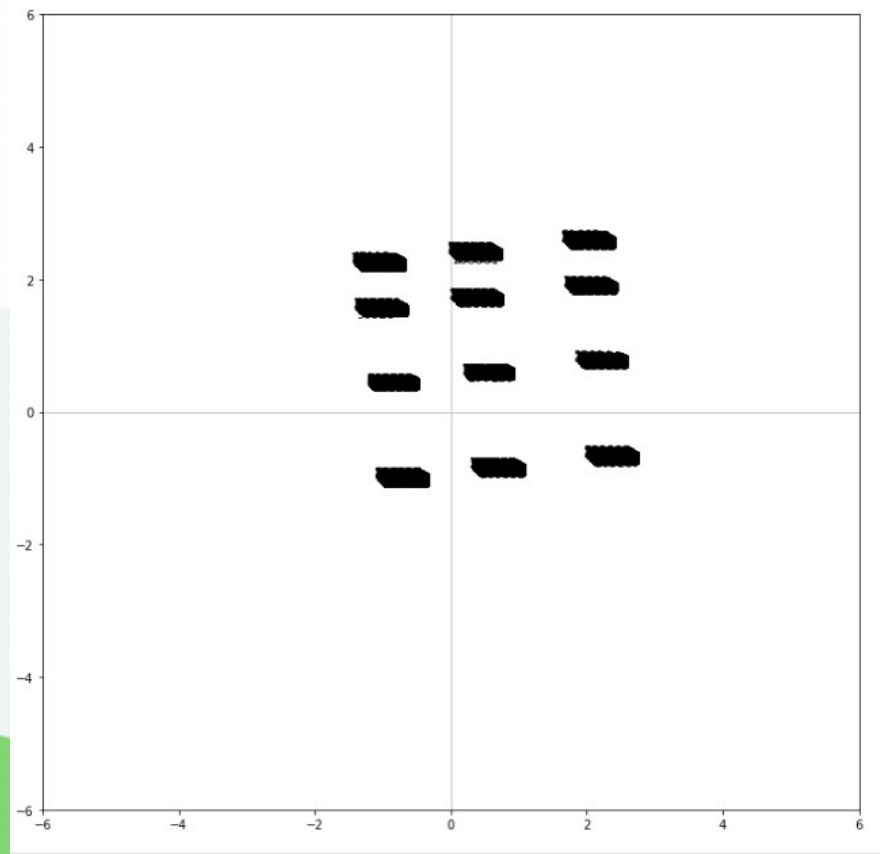
Matrice de corrélation



Analyse en composante principale (variables)



Analyse en composantes principales (individus)



Comparaison des classifieurs

model	precision	recall	accuracy	F1-score
Logistic Regression	0.85183	0.690326	0.986022	0.762621
Random forest Classifier	0.811409	0.677686	0.984393	0.738543
Decision Tree Classifier	0.82185	0.643656	0.983871	0.721919
GaussianNB	0.63332	0.763247	0.977925	0.69224

