TIEMPO DE NAVEGACION:

mylogit <- glm(a\_esTransaccion ~ a\_menor\_25+a\_entre\_25\_141+a\_entre\_141\_516+a\_mayor\_516,

               data = train,family = "binomial"

 )

ROC 0.705

Landing page:

mylogit <- glm(a\_esTransaccion ~ b\_home\_movistar+ b\_home\_movil+ b\_home\_catalogo+b\_catalogo\_detalle+b\_movistar\_landing\_caeq+b\_movistar\_postpago+b\_movistar\_promociones+b\_movistar\_planes+

                  b\_movistar\_landing\_porta+b\_catalogo\_recomendador+b\_catalogo\_comparador+b\_soporte+b\_landing\_campana,

               data = train,family = "binomial"

 )

0.6987

HORA del dia:

mylogit <- glm(a\_esTransaccion ~ a\_dia+a\_tarde+a\_noche,

               data = train,family = "binomial"

 )

5353069

5367418

score\_pp\_0 <- read\_csv("~/Downloads/score\_pp-000000000000.csv")

score\_pp\_1 <- read\_csv("~/Downloads/score\_pp-000000000001.csv")

score\_pp\_2 <- read\_csv("~/Downloads/score\_pp-000000000002.csv")

score\_pp\_3 <- read\_csv("~/Downloads/score\_pp-000000000003.csv")

score\_pp\_4 <- read\_csv("~/Downloads/score\_pp-000000000004.csv")

score\_pp\_5 <- read\_csv("~/Downloads/score\_pp-000000000005.csv")

score\_pp\_6 <- read\_csv("~/Downloads/score\_pp-000000000006.csv")

score\_pp\_7 <- read\_csv("~/Downloads/score\_pp-000000000007.csv")

score\_pp\_8 <- read\_csv("~/Downloads/score\_pp-000000000008.csv")

ffinalf=rbind(score\_pp\_0,score\_pp\_1,score\_pp\_2,score\_pp\_3,score\_pp\_4,score\_pp\_5,score\_pp\_6,score\_pp\_7,score\_pp\_8)

data\_categorico$tipo\_dispositivo <- factor(data\_categorico$tipo\_dispositivo)

data\_categorico$so <- factor(data\_categorico$so)

data\_categorico$dia\_semana <- factor(data\_categorico$dia\_semana)

data\_categorico$navegador <- factor(data\_categorico$navegador)

data\_categorico$hora\_dia <- factor(data\_categorico$hora\_dia)

data\_categorico$landing\_page <- factor(data\_categorico$landing\_page)

data\_categorico$equipo <- factor(data\_categorico$equipo)

data\_categorico$a\_esTransaccion <- factor(data\_categorico$a\_esTransaccion)

data\_categorico$tiempo\_navegacion <- factor(data\_categorico$tiempo\_navegacion)

modelo.logit <- glm(a\_esTransaccion~ a\_canal+tipo\_dispositivo+so+dia\_semana+a\_tiempoSegundos+navegador+hora\_dia+landing\_page+equipo,

data = data\_categorico, family = "binomial")

modelo.logit <- glm(a\_esTransaccion~ a\_canal+tipo\_dispositivo+so+dia\_semana+navegador+landing\_page+hora\_dia + equipo,

data = entrenamiento, family = "binomial")

modelo.logit <- glm(a\_esTransaccion~ a\_canal+tipo\_dispositivo+so+dia\_semana+navegador+landing\_page+hora\_dia + equipo+tiempo\_navegacion,

data = entrenamiento, family = "binomial")

Call:

glm(formula = a\_esTransaccion ~ a\_canal + tipo\_dispositivo +

so + dia\_semana + navegador + landing\_page + hora\_dia + equipo +

tiempo\_navegacion, family = "binomial", data = entrenamiento)

Deviance Residuals:

Min 1Q Median 3Q Max

-0.9705 -0.1564 -0.0942 -0.0362 4.5314

Coefficients:

Estimate Std. Error z value Pr(>|z|)

(Intercept) -1.028e+01 4.170e-01 -24.659 < 2e-16 \*\*\*

a\_canalCampa<U+00F1>as -1.603e-01 3.322e-01 -0.482 0.629528

a\_canalDirect -1.313e+00 3.324e-01 -3.949 7.85e-05 \*\*\*

a\_canalEmail 2.849e-01 3.330e-01 0.855 0.392348

a\_canalOtros -3.480e-02 3.351e-01 -0.104 0.917284

a\_canalReferral -1.565e-01 3.363e-01 -0.465 0.641693

a\_canalSEO -7.476e-02 3.322e-01 -0.225 0.821942

a\_canalSocial Media 3.955e-01 3.331e-01 1.187 0.235070

tipo\_dispositivomobile -3.699e-01 1.218e-01 -3.038 0.002380 \*\*

tipo\_dispositivotablet -1.865e-01 1.290e-01 -1.446 0.148197

soios 3.923e-01 5.683e-02 6.902 5.12e-12 \*\*\*

solinux -4.801e-01 1.669e-01 -2.876 0.004027 \*\*

sootro\_so 3.390e-01 1.259e-01 2.693 0.007073 \*\*

sowindows 8.981e-03 1.232e-01 0.073 0.941897

sowindowsphone 1.260e-01 1.281e-01 0.984 0.325316

dia\_semanajueves 1.701e-01 2.171e-02 7.834 4.73e-15 \*\*\*

dia\_semanalunes 5.390e-02 2.147e-02 2.511 0.012046 \*

dia\_semanamartes 1.892e-01 2.143e-02 8.830 < 2e-16 \*\*\*

dia\_semanamiercoles 1.699e-01 2.148e-02 7.908 2.61e-15 \*\*\*

dia\_semanasabado 7.583e-02 2.214e-02 3.424 0.000616 \*\*\*

dia\_semanaviernes 9.685e-02 2.147e-02 4.512 6.43e-06 \*\*\*

navegadorandroid\_webview 1.558e+00 7.559e-02 20.613 < 2e-16 \*\*\*

navegadorchrome 1.086e+00 7.260e-02 14.962 < 2e-16 \*\*\*

navegadoredge 1.241e+00 9.751e-02 12.725 < 2e-16 \*\*\*

navegadorfirefox 9.852e-01 8.400e-02 11.730 < 2e-16 \*\*\*

navegadori\_explorer 4.889e-01 1.014e-01 4.820 1.44e-06 \*\*\*

navegadorotros\_navegador 9.958e-01 9.959e-02 9.999 < 2e-16 \*\*\*

navegadorsafari 1.085e+00 9.138e-02 11.876 < 2e-16 \*\*\*

navegadorsamsung\_internet 5.190e-01 8.304e-02 6.250 4.11e-10 \*\*\*

landing\_pagecatalogo\_detalle 6.129e-01 1.822e-01 3.363 0.000770 \*\*\*

landing\_pagecatalogo\_recomendador 1.203e+00 1.965e-01 6.124 9.11e-10 \*\*\*

landing\_pagehome\_catalogo 7.508e-01 1.822e-01 4.120 3.79e-05 \*\*\*

landing\_pagehome\_movil 1.571e-02 1.876e-01 0.084 0.933254

landing\_pagehome\_movistar 2.511e-01 1.819e-01 1.380 0.167507

landing\_pagelanding\_caeq 1.356e+00 1.824e-01 7.433 1.06e-13 \*\*\*

landing\_pagelanding\_campana 1.997e+00 1.822e-01 10.963 < 2e-16 \*\*\*

landing\_pagelanding\_porta 1.533e+00 1.839e-01 8.339 < 2e-16 \*\*\*

landing\_pagemovistar\_planes 4.591e-01 1.960e-01 2.343 0.019155 \*

landing\_pagemovistar\_postpago 8.933e-01 1.895e-01 4.713 2.44e-06 \*\*\*

landing\_pagemovistar\_promociones 7.645e-01 1.925e-01 3.972 7.14e-05 \*\*\*

landing\_pageotro\_landing -4.752e-01 1.834e-01 -2.591 0.009578 \*\*

hora\_diamadrugada -6.751e-02 2.264e-02 -2.982 0.002863 \*\*

hora\_dianoche -3.258e-02 1.448e-02 -2.250 0.024438 \*

hora\_diatarde -4.941e-03 1.322e-02 -0.374 0.708541

equipohuawei 3.073e-01 6.021e-02 5.105 3.32e-07 \*\*\*

equipolenovo 4.270e-01 8.369e-02 5.103 3.35e-07 \*\*\*

equipolg 1.927e-01 6.136e-02 3.140 0.001689 \*\*

equipomotorola 6.113e-01 6.276e-02 9.740 < 2e-16 \*\*\*

equipootro\_equipo 2.312e-01 6.127e-02 3.773 0.000161 \*\*\*

equiposamsung 5.616e-05 5.982e-02 0.001 0.999251

equiposony 1.190e-01 6.803e-02 1.750 0.080197 .

equipozte 1.443e-01 7.348e-02 1.964 0.049574 \*

tiempo\_navegacionentre\_141\_516 4.949e+00 8.432e-02 58.688 < 2e-16 \*\*\*

tiempo\_navegacionentre\_25\_141 3.720e+00 8.504e-02 43.747 < 2e-16 \*\*\*