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DAT SF 19
Project Proposal

I am planning to predict return website visits to a B2B website. My target website has about 1M visitors in a month. Approximately 30% of that traffic is repeat visits. I want to predict the visitor behavior (content consumed, source of visit, etc) that determines tendency to return to the website. I have Adobe SiteCatalyst dataset for a B2B website. I know that many return visitors are customers who visit the website to login and many return visitors are employees. I need to clean the data to represent prospect traffic (non-customers, non-employees). I chose this topic because it is of interest to my team as we redesign our website. (Note: this is my company's website. My manager has approved the use of the dataset if I do not disclose the company's name)