




app

 Data Load

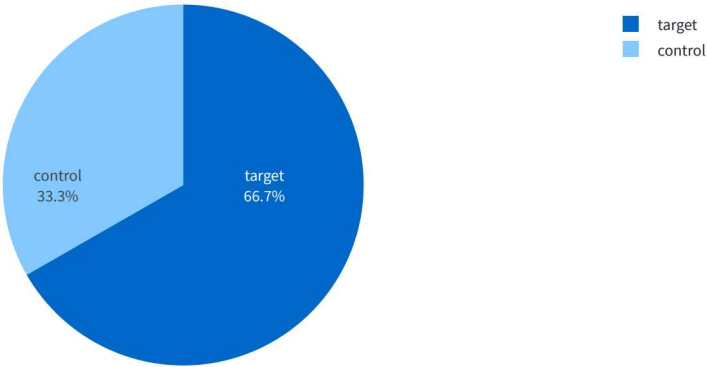
 Chatbot

 OldChatbot

Chatbot

what is the target and control distribution?

Target vs Control Groups



0	64,000
---	--------

what is the list of kpis?

```
▼ [  
  0 : "product_ab"  
  1 : "product_cd"  
]
```

what are the results of all the kpis?

	KPI	TG Acceptors	TG Acceptance (%)	CG Acceptors	CG Acceptance (%)	Uplift (%)	P-value
0	product_ab	456.00	1.07	122.00	0.57	0.50	0.00
1	product_cd	99.00	0.23	66.00	0.31	-0.08	0.07

what is the uplift of product_cd?

	KPI	TG Acceptors	TG Acceptance (%)	CG Acceptors	CG Acceptance (%)	Uplift (%)	P-value
1	product_cd	99.00	0.23	66.00	0.31	-0.08	0.07

what are the segmentation fields?

	Field	Data type
0	history_segment	Discrete
1	men	Discrete
2	women	Discrete
3	zip_code	Discrete
4	newbie	Discrete
5	channel	Discrete
6	recency	Continuous
7	history	Continuous

what are the discrete fields with significant results?

						73.00	0.62	0.46	0.0000
						48.00	0.50	0.50	0.0000
14	zip_code	Urban	product_ab	184.00	1.07	48.00	0.56	0.51	0.0000
18	channel	Web	product_ab	209.00	1.11	54.00	0.58	0.53	0.0000
8	men	0	product_ab	203.00	1.06	49.00	0.51	0.55	0.0000
11	women	1	product_ab	203.00	1.06	49.00	0.51	0.55	0.0000
16	newbie	1	product_ab	216.00	1.01	40.00	0.37	0.64	0.0000
19	channel	Multichannel	product_ab	80.00	1.55	18.00	0.69	0.86	0.0013
3	history_segment	5) \$500 - \$750	product_ab	48.00	1.47	9.00	0.54	0.93	0.0041
5	history_segment	6) \$750 - \$1,000	product_ab	24.00	1.94	3.00	0.48	1.46	0.0131

what are the continuous variables with significant results?

	Segmentation Field	Lower limit	Upper limit	KPI	TG Acceptors	TG Acceptance (%)	CG Acceptors	CG Acceptance (%)	Uplift (%)
0	recency	1.000000	1.000000	product_ab	97	1.62	27	0.91	0.71
1	recency	1.000000	3.000000	product_ab	210	1.40	67	0.90	0.50
2	recency	9.000000	12.000000	product_cd	69	0.52	7	0.11	0.41
3	recency	1.000000	5.000000	product_cd	18	0.08	52	0.49	-0.41
4	history	543.565000	876.845000	product_ab	54	1.69	5	0.31	1.38
5	history	29.990000	283.785000	product_ab	265	0.88	72	0.48	0.40
7	history	161.465000	252.620000	product_cd	15	0.22	18	0.55	-0.33

what are the best segments of the kpi product_ab?

(recency > 8.5) and (channel <> Phone) and (history > 30.02) and (zip_code <> Surburban)
(samples: 4964)

(recency > 8.5) and (channel <> Phone) and (history > 30.02) and (zip_code = Surburban)
(samples: 4190)

(recency <= 8.5) and (history > 538.75) and (channel <> Phone) and (history > 705.58)
(samples: 2408)

(recency > 8.5) and (channel = Phone) and (men = 0) and (history > 159.77)
(samples: 1329)

(recency > 8.5) and (channel <> Phone) and (history <= 30.02) and (newbie = 1)
(samples: 773)

L16	0.000000
-----	----------

what are the worst segments of product_cd?

(recency <= 8.5) and (recency <= 4.5) and (history_segment = 3) \$200 - \$350) and (recency > 1.5)
(samples: 3711)

(recency <= 8.5) and (recency <= 4.5) and (history_segment <> 3) \$200 - \$350) and (history_segment = 4) \$350 - \$500)
(samples: 3296)

(recency <= 8.5) and (recency <= 4.5) and (history_segment = 3) \$200 - \$350) and (recency <= 1.5)
(samples: 1797)

	KPI	TG Acceptors	TG Acceptance (%)	CG Acceptors	CG Acceptance (%)	Uplift (%)	P-value
0	product_cd	5	0.09	27	0.92	-0.83	0.000000

what is the number of customers per zip_code?

	count(*)	zip_code
0	9,563	Rural
1	28,776	Surburban
2	25,661	Urban

what is the number of customers where channel is Web?

	count(*)
0	28,217

how many customers are there with Urbal zip_code?

	count(*)
0	0

how many customers are there with Urban zip_code?

	count(*)
0	0

0	25,661
---	--------

what is the capital of Spain?

The capital of Spain is Madrid.