Project 1

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Conversion Rate

Goal

Optimizing conversion rate is likely the most common work of a data scientist, and rightfully so. The data revolution has a lot to do with the fact that now we are able to collect all sorts of data about people who buy something on our site as well as people who don't. This gives us a tremendous opportunity to understand what's working well (and potentially scale it even further) and what's not working well (and fix it).

The goal of this challenge is to build a model that predicts conversion rate and, based on the model, come up with ideas to improve rev enue.

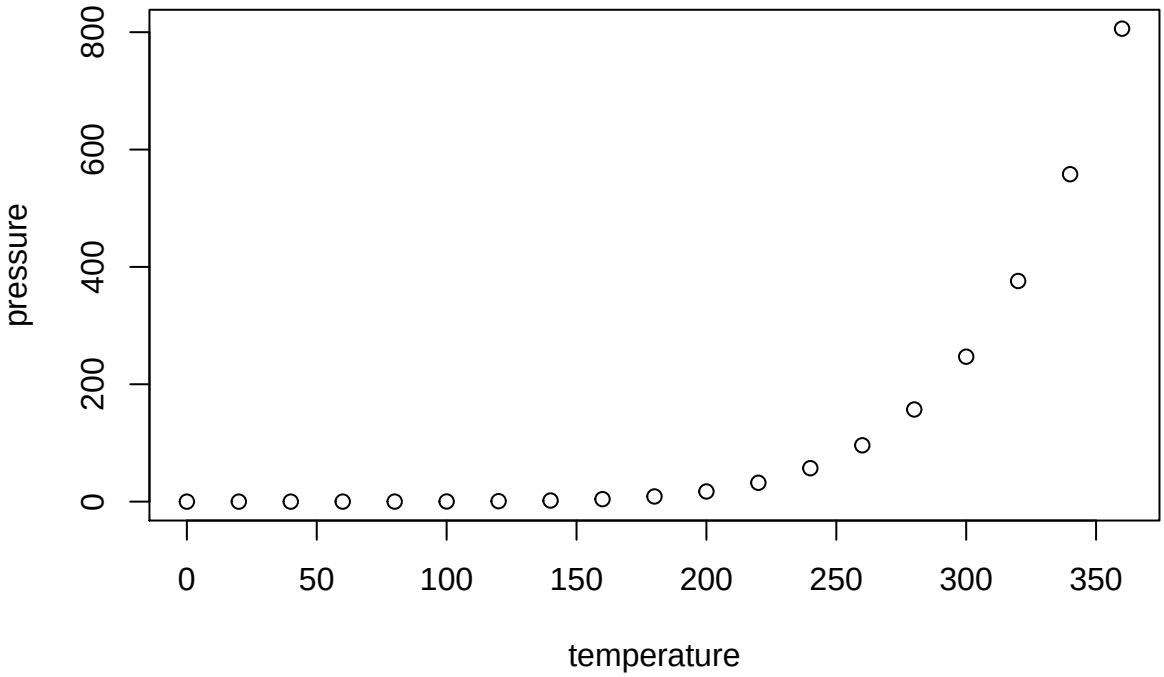
There are no dates, no tables to join, no feature engineering required, and the problem is really straightforward. Therefore, it is a great starting point to get familiar with data science take home challenges.

```
summary(cars)
```

```
##      speed           dist       
##  Min.   : 4.0   Min.   :  2.00  
##  1st Qu.:12.0   1st Qu.: 26.00  
##  Median :15.0   Median : 36.00  
##  Mean   :15.4   Mean   : 42.98  
##  3rd Qu.:19.0   3rd Qu.: 56.00  
##  Max.   :25.0   Max.   :120.00
```

Including Plots

You can also embed plots, for example:



Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.