Slide 1

* Introduce the Analysis and the contributors

Slide 2

* Our objective is to gain a deeper understanding of this dataset by performing an exploratory data analysis, and then try to accurately predict if revenue was made buy building a few different classification models.

Slide 5

* admin ***discrete***, product related discrete, duration columns ***continuous***, informational ***continuous***, bounce/exit rates ***continuous***, page value ***continuous***, visitor type month ***nominal***
* weekend and revenue are ***dichotomies***
* We built boxplots for the numeric data types
* Bult a correlation dataset along with a heatmap
* And created additional visualizations to explore the data in more depth

Slide 9

* What is precision? Precision is a metric that quantifies the number of correct positive predictions. It can be calculated by True positives/(TP + FP)
* Recall is a metric that quantifies the number of correct positive predictions made out of all positive predictions that could have been made. It is calculated by TP/(TP+FN)
* F1 measures a way to express both concerns with a single score. We cannot tell the whole story alone from just precision and recall this is when the scores are combined we get the F1 score.