Slide 0

Project Title

Effectiveness of Multi Armed Bandit (MAB) algorithms for Website Optimization

Group 24

Kishan Patel 260376121

Surbhi Gupta 260302898

Supervisor: Aditya Mahajan

Slide 1

Why is Website Optimization Crucial?

-Web Business and Marketing

-Insert a picture (good candidates <http://cdn.seo-hacker.com/wp-content/uploads/2010/12/Off-site-Optimization.jpg> and http://cdn2.hubspot.net/hub/53/file-311443092-png/Blog-Related\_Images/website-optimization.png)

Slide 2

Why choose MAB to optimize websites?

-Currently used: A/B Testing =Statistical hypothesis based

(explain A/B testing a bit)

- =>Efficiency (MAB) > Efficiency (A/B Testing)

-Time, Cost, Memory efficiency => Better layouts for websites => Increased user engagement and business prospects

Slide 3

Deliverables

-1. Framework

-Implementing MAB algorithm

-Versions demonstrating different formatting

-Track

a) Effectiveness of each version

b) Flow of user actions

c) Any other information

-2. Visual Dashboard

-Representation of usage statistics for different website versions

-Formatting

-Actions performed

-Overall success

Slide 4-6

Organization and Workflow

-Introduction to MAB

-Exploring JavaScript Charting Libraries

-Readings

-MAB

-Overview

-Comparison to A/B Testing

-Comparison of JS libraries (detail)

-D3.js

-Radian.js

-Rickshaw.js

Slide 6

Discuss Rickshaw.js a bit

Slide 7

Outline the requirements for the graphs

Slide 7-…

Ability to View File Data

Ability to View When a Particular Arm is Played

Ability to View Results by Time

Ability to Run a Particular Simulation on Known Data

Explain each graph (what it does etc)

Slide ..

Future Plans

-Support for live data

-Interactivity

Slide..

Obstacles and how they were overcome

Final Slide

Questions?

What I was thinking for later sections

-Describe