Mean Predictors

Our solution:

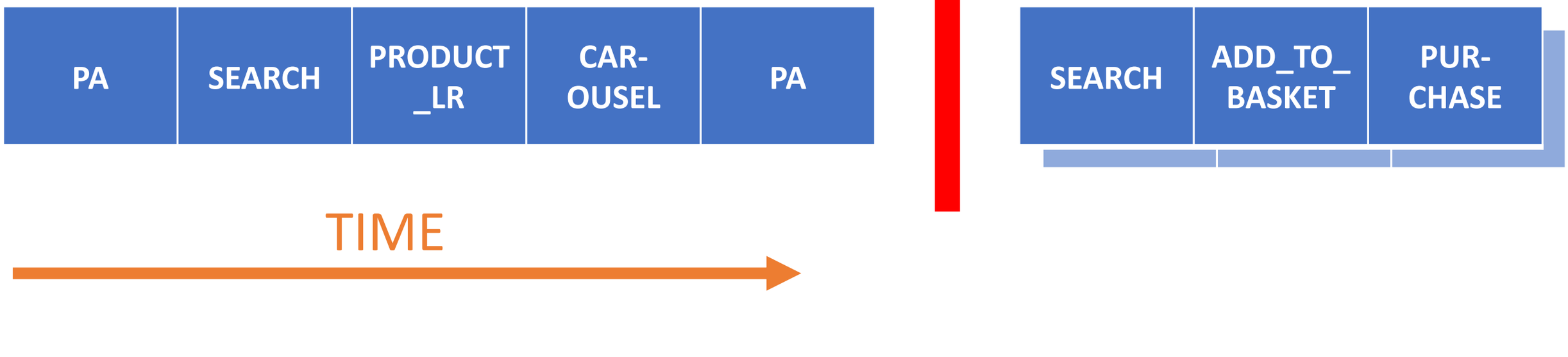
explore the data from different perspectives

1. Sequential Data and Recurrent NN

PA	SEARCH	PRODUCT _LR	CAR-OUSEL	PA	SEARCH	ADD_TO_ BASKET	PUR-CHASE

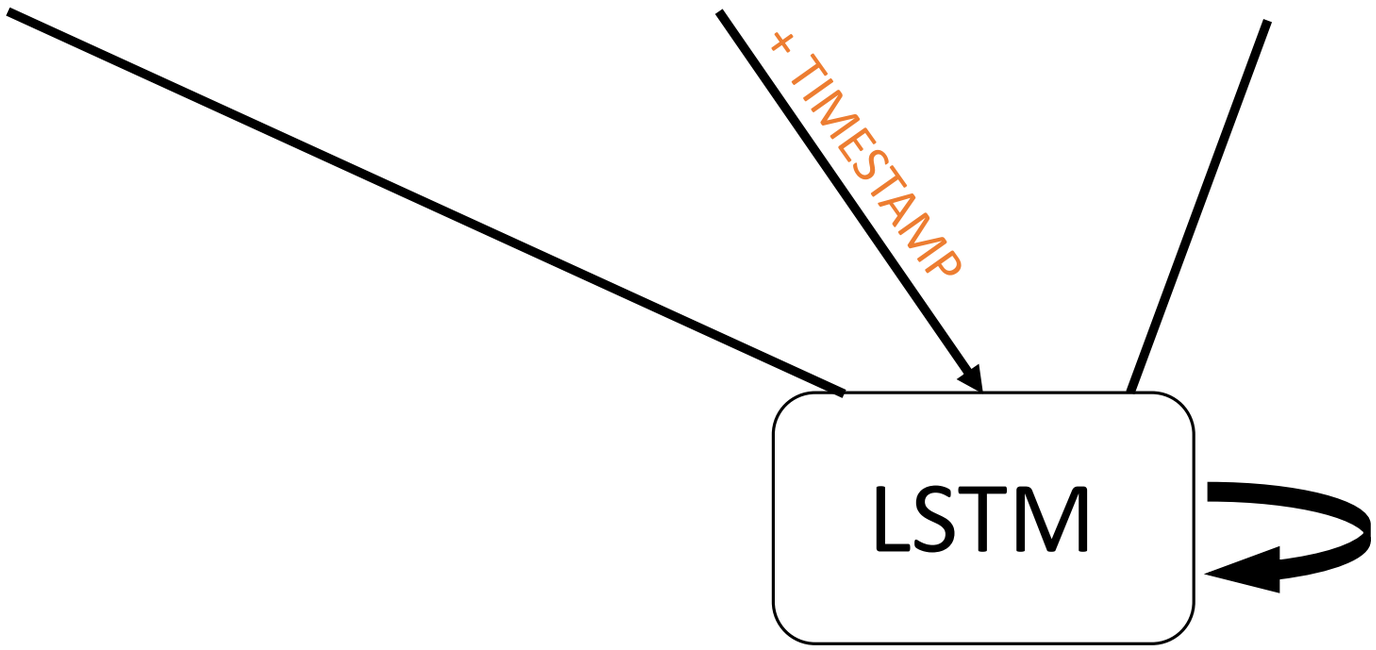
TIME

1. Sequential Data and Recurrent NN



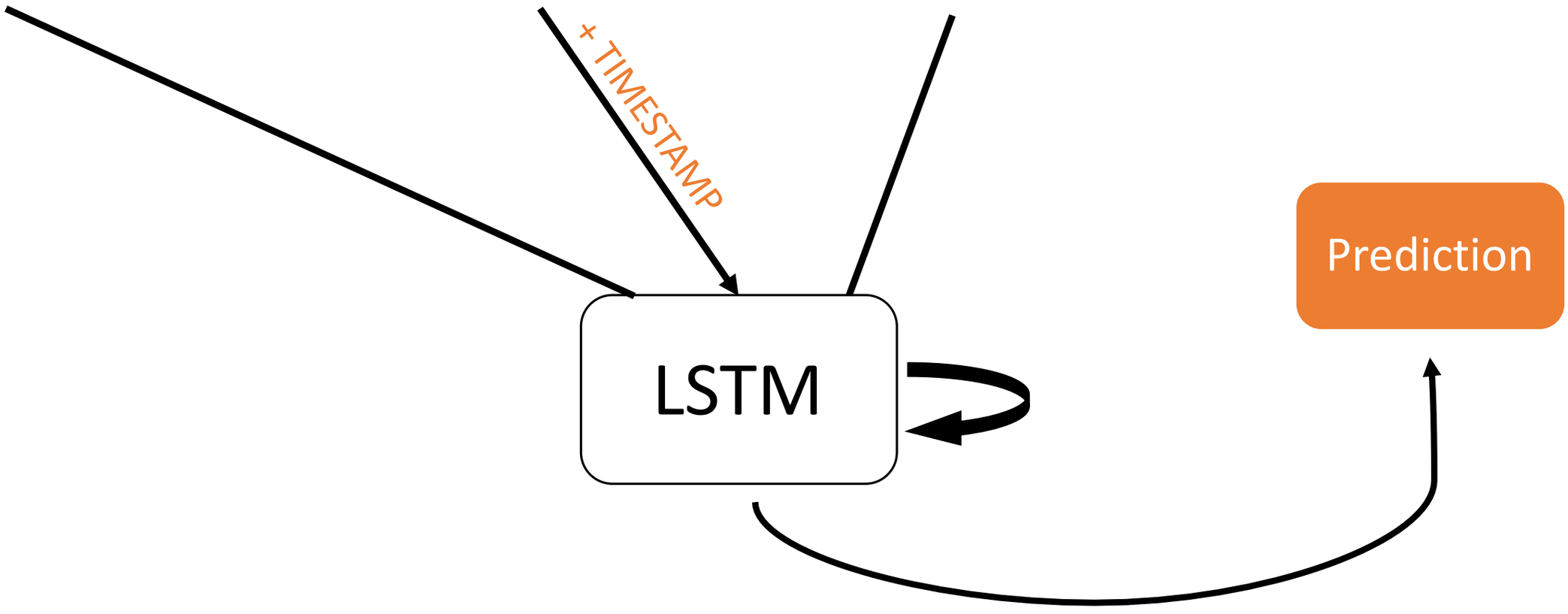
1. Sequential Data and Recurrent NN

PA	SEARCH	PRODUCT _LR	CAR-OUSEL	PA

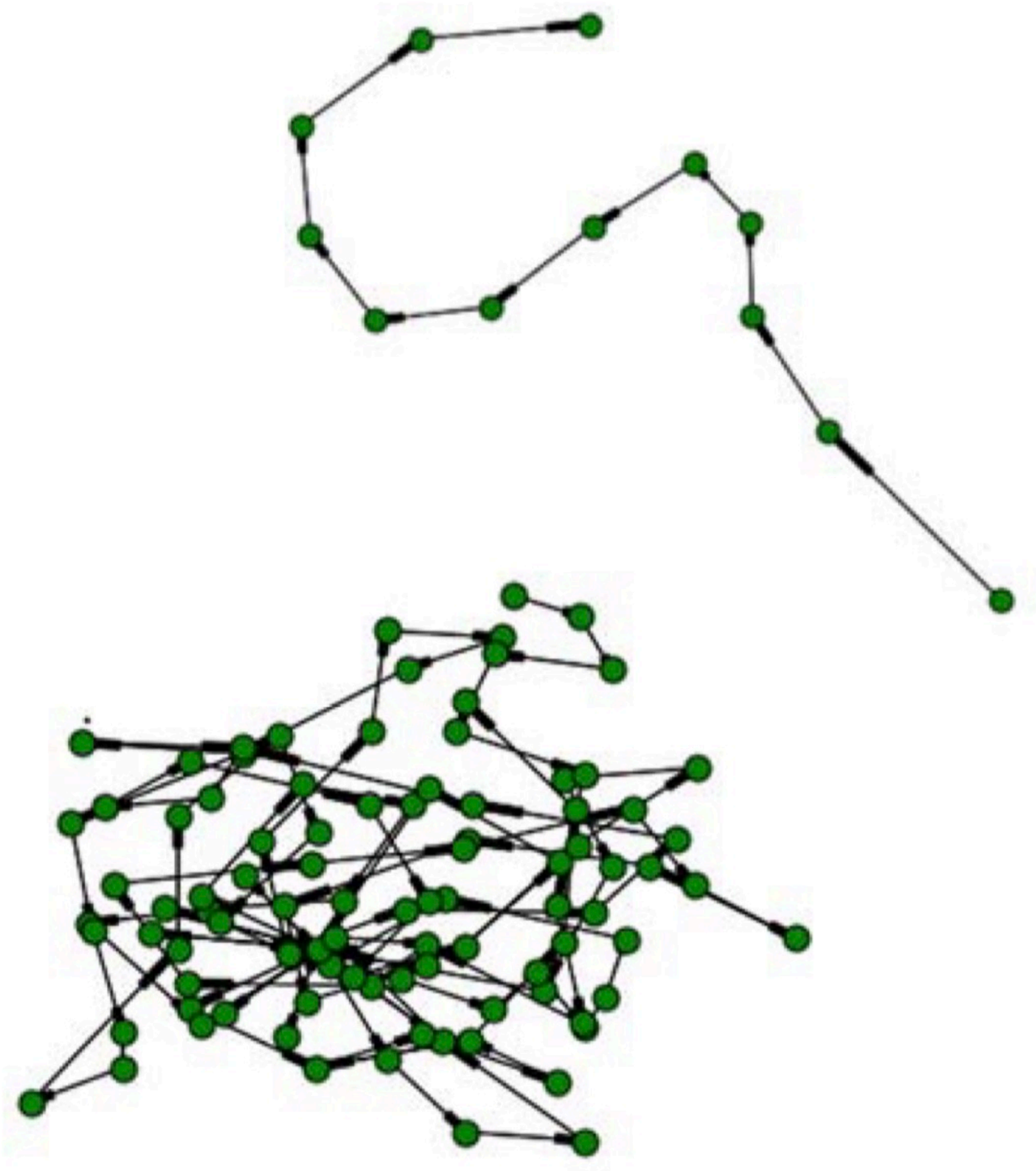


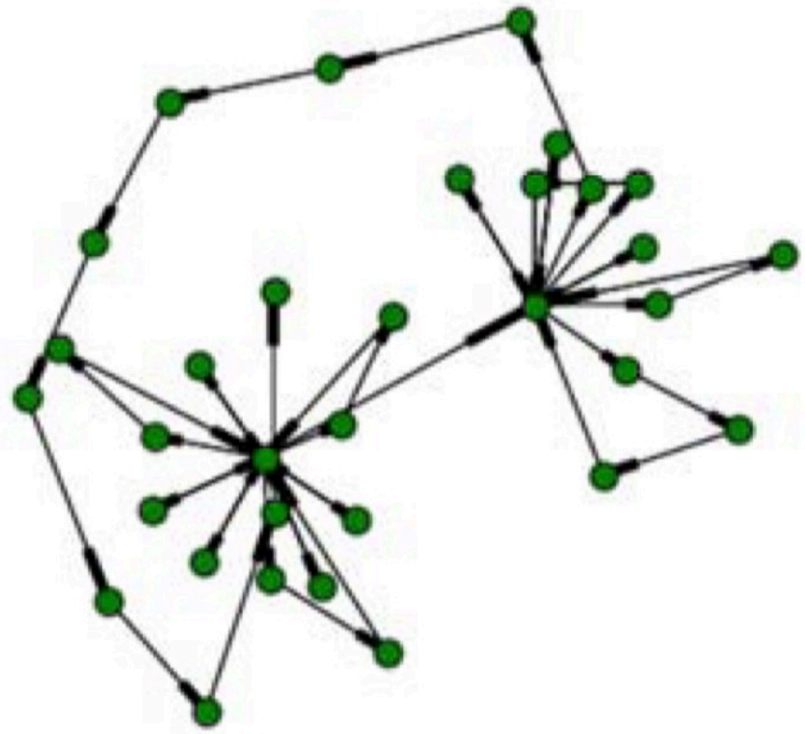
1. Sequential Data and Recurrent NN

PA	SEARCH	PRODUCT _LR	CAR-OUSEL	PA



2. Analyzing the Customer Journey

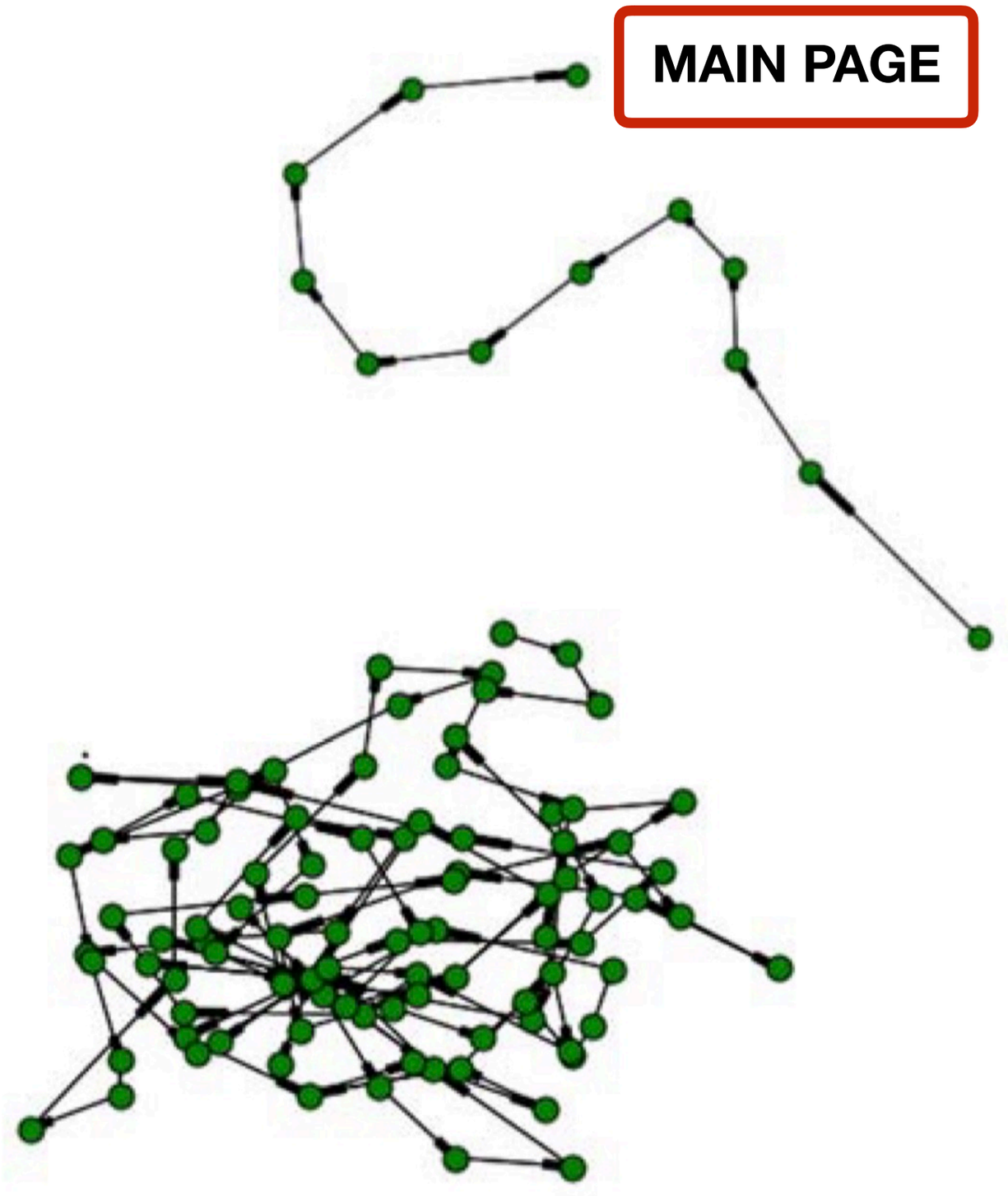


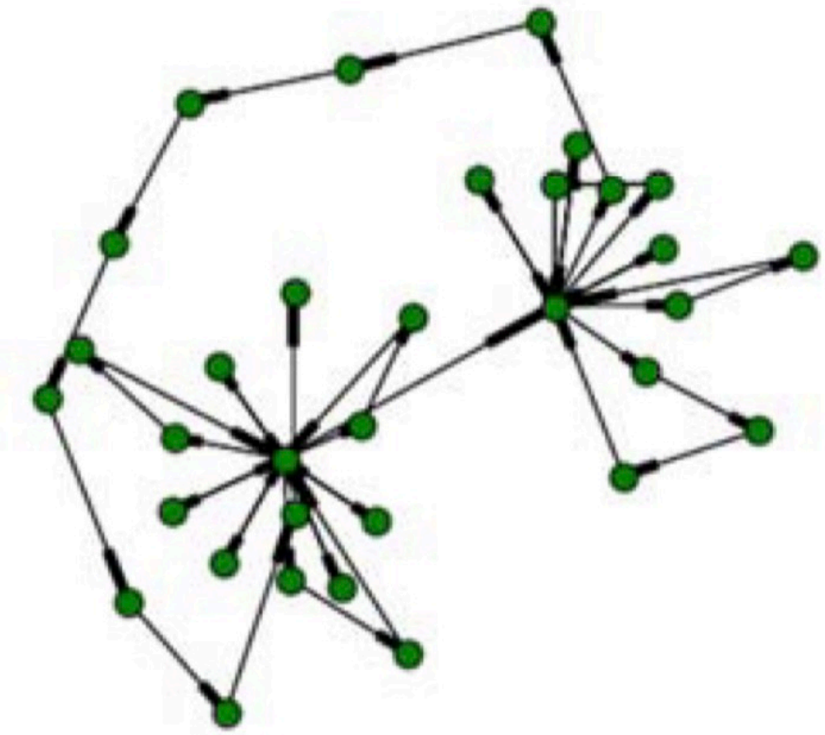


Graph Features

- structure
- distance
- centrality metrics

2. Analyzing the Customer Journey

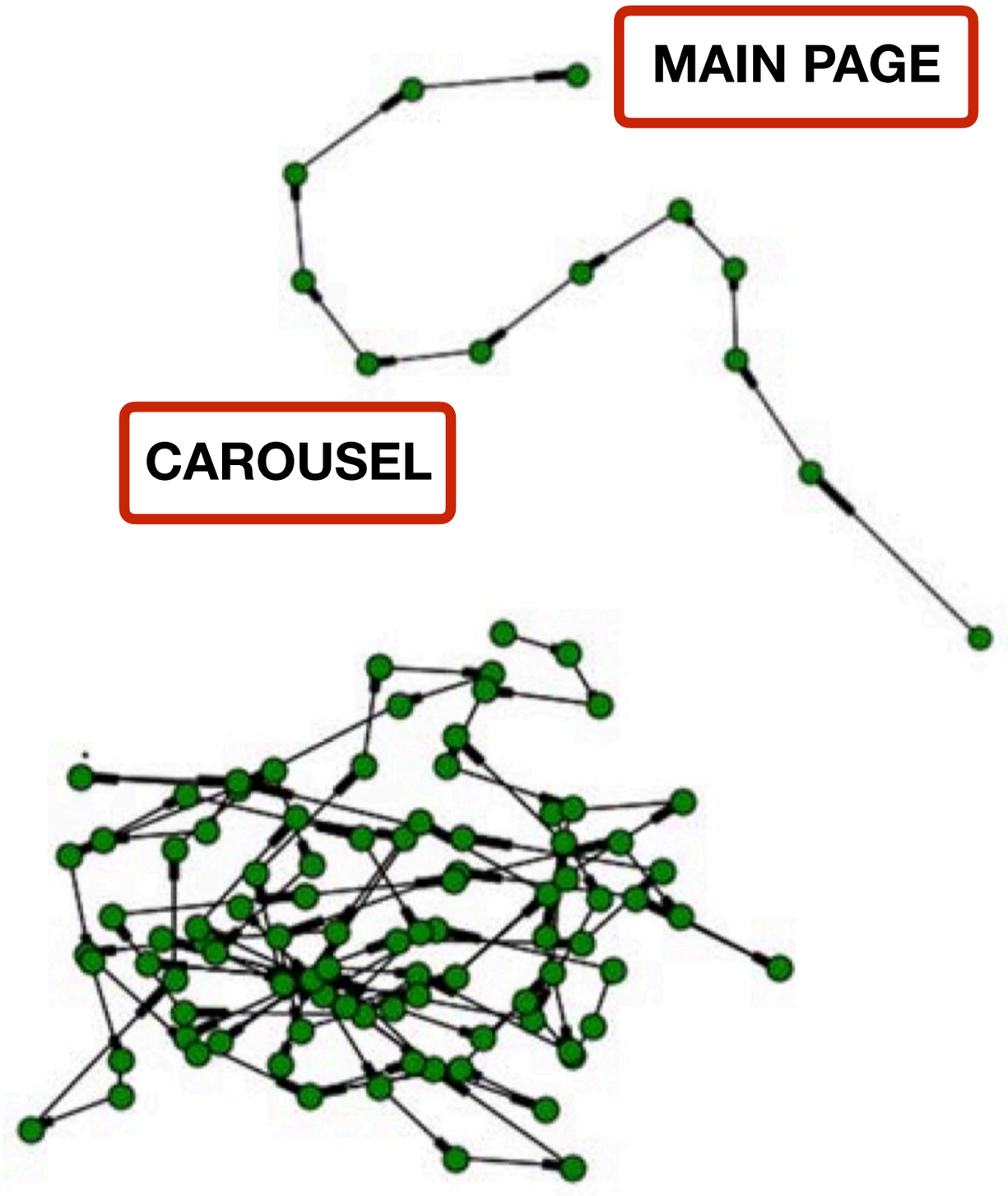


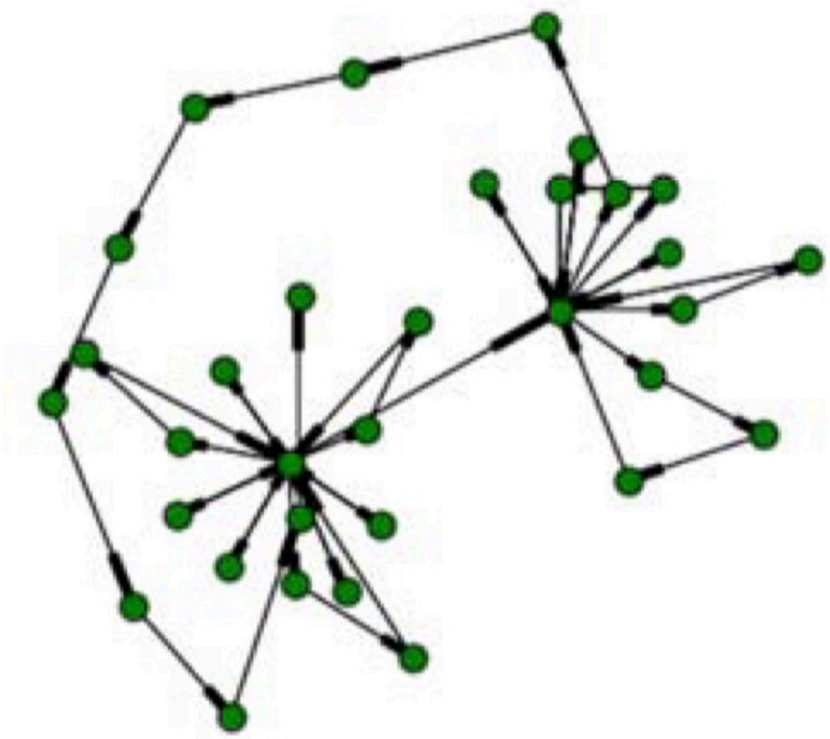


Graph Features

- structure
- distance
- centrality metrics

2. Analyzing the Customer Journey

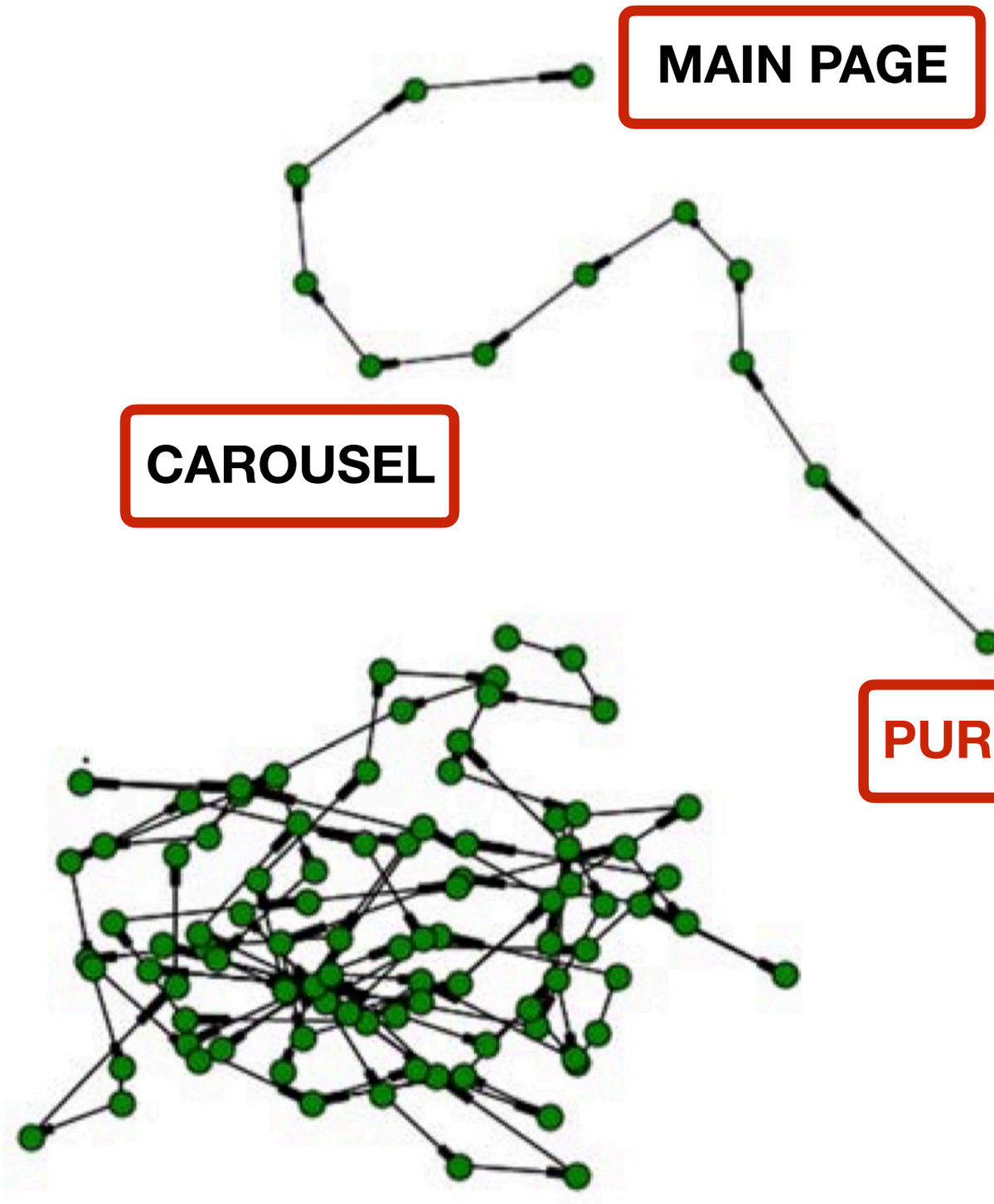




Graph Features

- structure
- distance
- centrality metrics

2. Analyzing the Customer Journey



Graph Features

- structure
- distance
- centrality metrics

3. Traditional Approach

Feature engineering

- **statistics based on the session**
- **extracting data from JSON files**
- **product types and categories**

Expanding the data

- **subsetting sessions with the observed purchases**

Gradient boosting methods