

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 revenue.

Your project is to:

Predict conversion rate

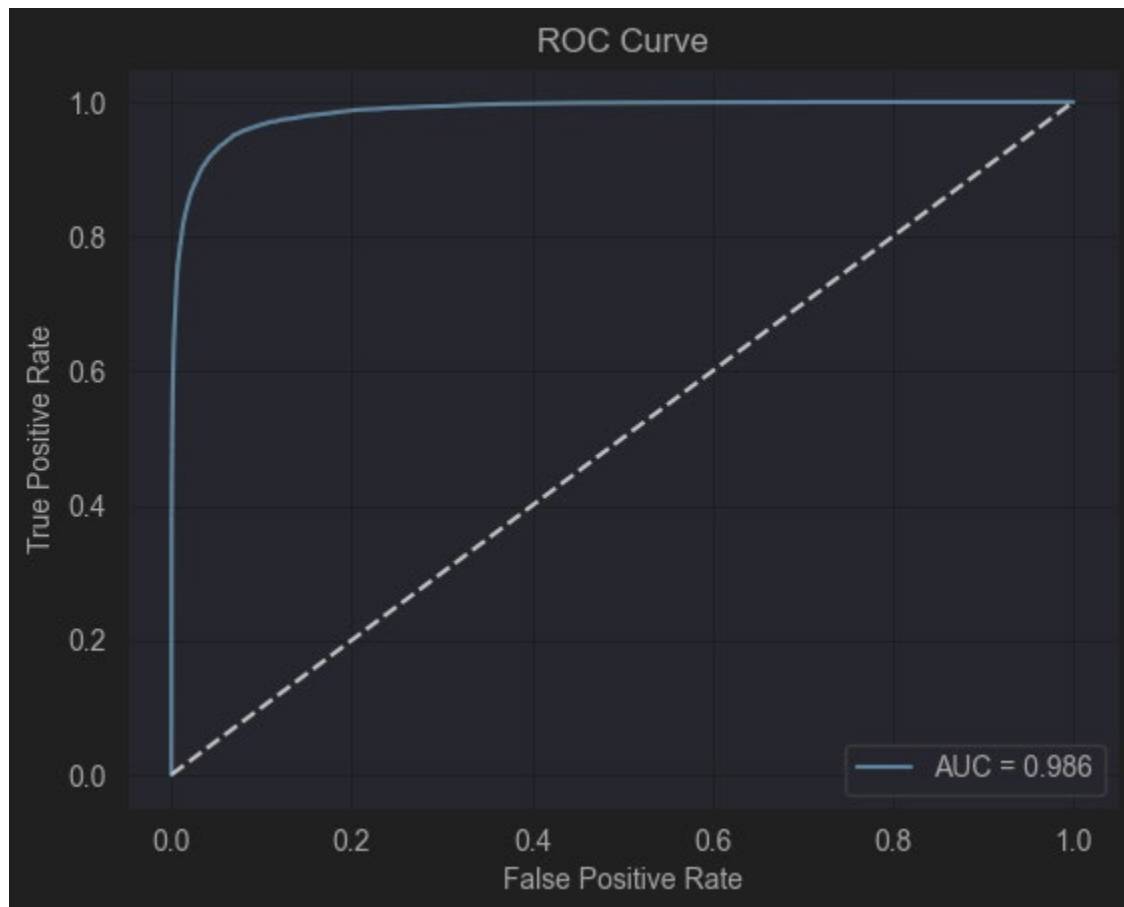
Come up with recommendations for the product team and the marketing team to improve conversion rate

Results:



	precision	recall	f1-score	support
0	0.99	1.00	0.99	306000
1	0.86	0.69	0.76	10200

accuracy	0.99	316200		
macro avg	0.92	0.84	0.88	316200
weighted avg	0.99	0.99	0.99	316200



Recommendations :

The product team should focus on improving the experience for new users since that's one of the most important factors for conversion. This could mean making onboarding easier with tutorials or guided tours and testing different ways to welcome first-time users. Also, traffic sources like direct visits, SEO, and ads play a big role, so it's important to make sure the landing pages for these channels are clear and relevant. Encouraging users to explore more pages on the site can help too, by making the site easy to navigate and adding things like pop-ups that encourage people to convert before leaving.

For the marketing team, targeting the Chinese market is key because users from China are converting the most. This means adapting content, payment options, and support specifically for Chinese customers, and maybe working with local partners or influencers. Since direct traffic converts well, it's a good idea to invest in brand awareness to get more people visiting directly. SEO should also keep being a priority by focusing on important keywords, and paid ads need to be optimized to match landing pages better. Finally, marketing campaigns should be customized for different countries like the US, UK, and China, and also use age groups wisely since age is another important factor in conversion.