**Intent Prediction via Swipes - Case Study**

**Abstract:**

On ecommerce platforms, users come with an intent. Predicting user intent is important to convert a user to a customer. A user can have three types of intents; navigational, transactional and informational. Using features of swipes/taps and Google Analytics data, a predictive model can be built to determine the intent of the user before he executes his intent.

**Data Sources:**

* [Google Analytics](https://docs.google.com/spreadsheets/d/1r1i3zCdpOEyOYDPxyrQLt-sbbOLTNJoSQvMOe2GeHN8/edit#gid=578004636)
* [Swipes/Taps](https://docs.google.com/spreadsheets/d/1rqnVYNJ5xrgE4C6Ai4ixRetPMRYBv-6y7ziSsKdSzIY/edit#gid=1417351101)

**Deadline:**

**Study:**

* **Need of Intent:**

In retail stores and shopping malls, a salesman exists. He *evaluates* a person entering the shop through his affectivity. The affective cues can be facial expressions, walking pace, eye gaze, hand gestures, physical outlook etc.

Through the evaluation, the salesman checks if the person is here to

* *Get informed*
* *Window shop*
* *Buy a product*

The salesman then *interacts* with the person to *persuade* him to make a *purchase* which is the ultimate business driver.

* **Digital behavioural cues**

Thanks to the boom in smartphone users, digital prints and trails are being left behind. The yet-untapped massive data can provide facts that digital ecommerce platforms seek. Some sample questions are below:

Is a person *informed* about a product?  
Is a person *interested* in a product?

Do customers *intend to buy* a product?

By providing customized service to respective groups, ecommerce platforms can thrive by developing a better customer experience. The result is simple. Bridging the gap between understanding the user intent and providing them what they want, will in turn help the brand to stand at the top of the market by getting the edge of communicating with potential customers.

In the long run, such businesses can become users’ first choice.

* **Features of Swipes**

1. Turnaround Time = Sum of swipe & tap time
2. Total Delay = Sum of delay among swipes & taps
3. Average Delay = Sum of delay among swipe&tap/Total number of swipe&taps
4. Speed of Stroke = swipe length/ swipe time
5. Tap’s Delays
6. Average stroke length = sum of swipe length/total number of swipes
7. Average time of swipe = sum of swipe time/ total number of swipes
8. Deviation in number of taps
9. Deviation in number of swipes

* **Goal of discussion**

Build a prediction model based on Google Analytics data and Swipe Gestures.