Investing in Hybrid Classifiers

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AutoTrack Feature Research

Hello!

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Problem Statement

Decrease AutoTrack mistake rate

Misclassification

Fewer Features

1

Problem Statement

Decrease AutoTrack mistake rate

Reduced Misclassification

More Features

2

Business Value

Improved user experience

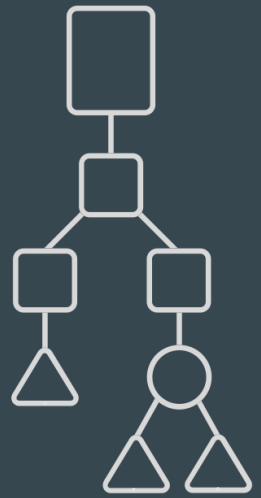
Happy User

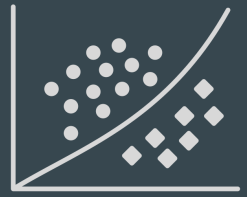
More Users
More Activity

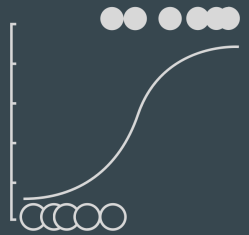
3

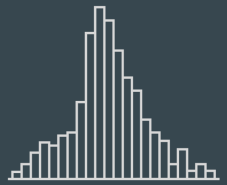
Case Study

Classic Classifiers: 62%









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Case Study

Hybrid Classifier: 93%

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Recommendations

Pilot Hybrid Classifier

- Allocate 4 weeks to develop hybrid classifier
- Select 5% of user base for 1 month pilot
- Monitor user satisfaction
  - Direct feedback
  - Time spent in app
  - Manual correction rate

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Future Work

Improve customer experience

- Collect data for 10 next-most-popular activities
- Modify current hybrid approach
- Optimize hybrid classifier