Business Strategy

One piece of additional information that Salamander could share is the date and time of the car purchased by the users belonging to the control group and recorded date and time for when the online ad was viewed by the experimental group.

The difference between these times would give us a time window and depending on how big or small this window is, we can analyze the impact of the graph

This being said, It would have been easier to carry out analysis if the rate at which ad views got converted to purchases would have been providing this conversion would become a point of reference for salamander and it would be easy to identify the factors that affected this conversion.

Similarly keeping track of the number of purchases made before the ad campaign and number of purchases made after the ad campaign can also help to check if there is an increase in purchases.

Since our lists have repeated users it would be beneficial to track how many time did the user click on the ad. This could help predict if the user would make the purchase or not.

The most prominent KPI that AppleCart should consider is the correlation between edges and the one\_degree\_target users who clicked and bought the car. In our observations, they are neighbors and the people who are colocated.

Also fetching additional data about the location of the users could also be beneficial as every location is observed to be culturally bounded

Reason for purchasing an item depends on various factors, these factors need to be same between different populations. Different factors lead to different patterns of behavior which may not give us conclusive results.

One way to create control groups could be to have a process or a pipeline where datasets that need to be compared are provided with some degree of similar demographics before handing out to the client.

When performed join of recent purchases with the graph the count was different

-Ravina Gaikwad