

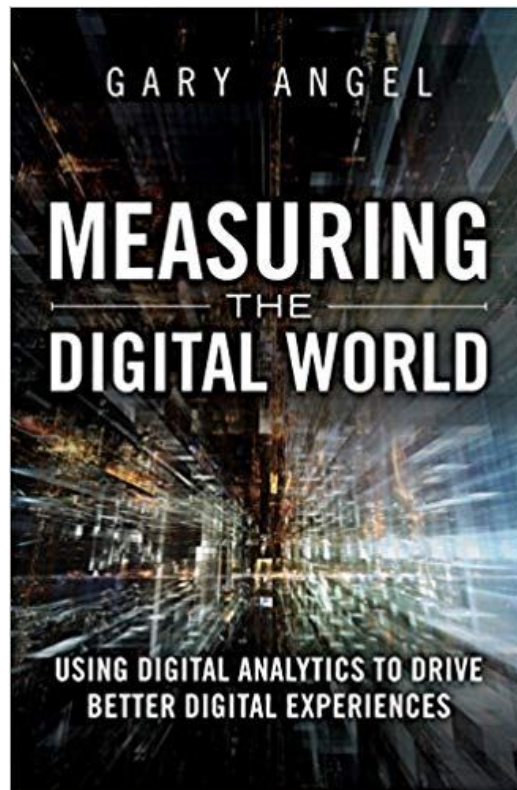
# WEBSITE BEHAVIOURAL MODELLING

**Richard and Chico's recent forays into neural nets**

# FOCUS ON 2-TIER SEGMENTATION

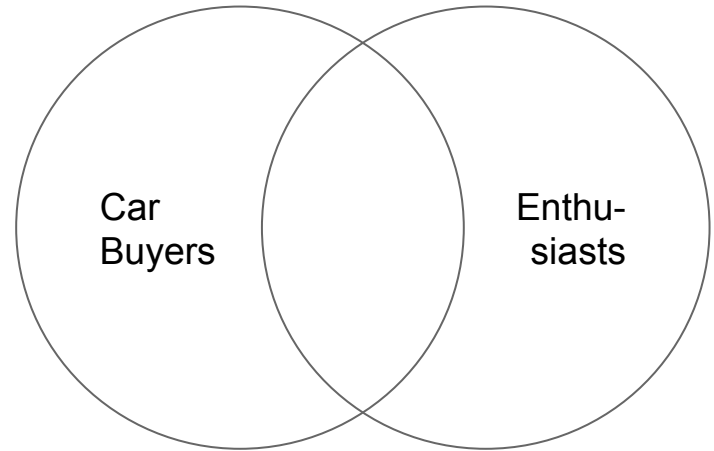
Superstar Gary Angel argues we need to measure:

- Visitor type
- Visit intent



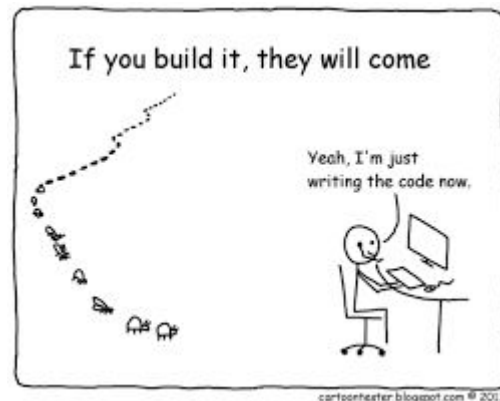
# THE BUSINESS ALREADY KNEW ITS KEY USERS

- A mix of car buyers and enthusiasts
- What about intent for each?



# IF WE'LL BUILD IT THEY WILL COME, RIGHT?

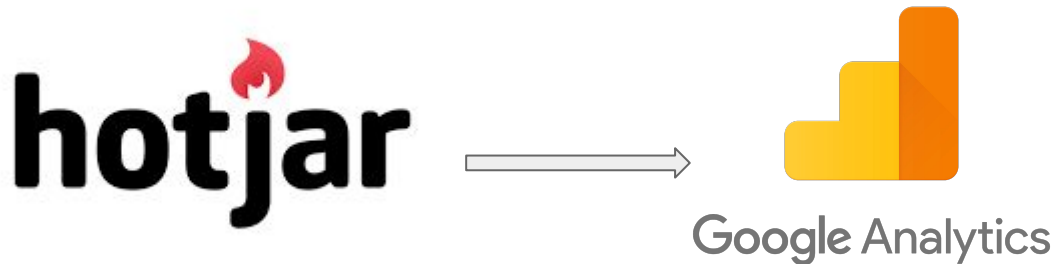
- Publishing experts
- Established non-digital thinking
- SEO driven traffic
- Move to lead gen business model for car buyers



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# SURVEYS TO MEASURE CAR BUYER VISIT INTENT

- Deep vs Wide car buying research
- Normal research vs almost ready to buy research
- Other bits and pieces like selling existing car
- Also interested in task completion (exit survey)



# GA DATA USED TO DRIVE NEURAL NET MODELS

- Survey data used to train models
- 84% accuracy on 'almost ready to buy' model
- 82% accuracy on 'completed task' model



# LEVERAGE GOOGLE CLOUD STACK TO AUTOMATE MODELS

- Big Query to pipe GA data
- Google VM to run Python and R code
- Job automation to run daily job
- Visualise in GA/Data Studio/Tableau

# MODEL CONSIDERATIONS

- Focus on improving signal to noise ratio
  - Survey question optimisation
  - New signals
  - New ML algorithms
- Cloud based approach simplifies process
- Training dataset always throws up challenges