

# DATA SOURCE

- ▶ The data as input may also impacts the performance of the model
- ▶ Transactional Data
  - ▶ Quantity purchased (Fashion, rare recurrent purchase)
  - ✓ Binary purchase flag (Better, socks effect)
- ▶ Browsing Data (PDP)
  - ▶ Time in seconds on Page
  - ▶ Unique Sessions
  - ✓ Hits on Page (interactions with PDP)

**WHICH ALGORITHM**