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**Assessment Cover Page**

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| *Student Full Name* | Isabella Gubitoso |
| *Student Number* | sba25155 |
| *Module Title* | Strategic Thinking |
| *Assessment Title* | Predicting Purchasing Intention and conversion optimization in e-commerce |
| *Lecturer/Supervisor* | Taufique Ahmed |
| *Assessment Due Date* | 7th November |
| *Date of Submission* |  |

**Use of AI Tools**

**Choose the statement that fits your work and delete the other.**

I acknowledge the use of **[enter name of the AI tool you used]** for the purpose of **[provide a brief explanation of how you used the tool].**

I have not used any AI tools or technologies in the preparation of this assessment.

**Declaration**

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I declare it to be my own work and that all material from third parties has been appropriately referenced.

I further confirm that this work has not previously been submitted for assessment by myself or someone else in CCT College Dublin or any other higher education institution.

Abstract

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# Introduction

# Chapter 1

## Chapter 1.1

### Chapter 1.1.1.

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