

Predicting Customers



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4 - 21 - 23

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Executive Summary

- 01** Use Pipeline to track prospects and advertise to convert
- 02** Reduce Bouncing/Exit rates with Sales Funnel approaches
- 03** Offer incentives and promos to repeats who visit the website
- 04** M-F position product and Weekend Launches and Specials



Sellio's Business Problem:

Revenue.

**What's our prospective
customer's buying
process?**

**How do we maximize
opportunities for
conversion?**

**How can increase repeat
customers and market
better to new ones?**



The Data

12,330 Entries:
15% led to target: *Revenue*

Positive Correlations:
Amount of Content on Pages:
49%

Negative Correlations:
clicking between multiple
pages - 15%

27 Different Variables:
From Duration to Browser type

Time on Product Page: 15%

Special Days days: - 8%

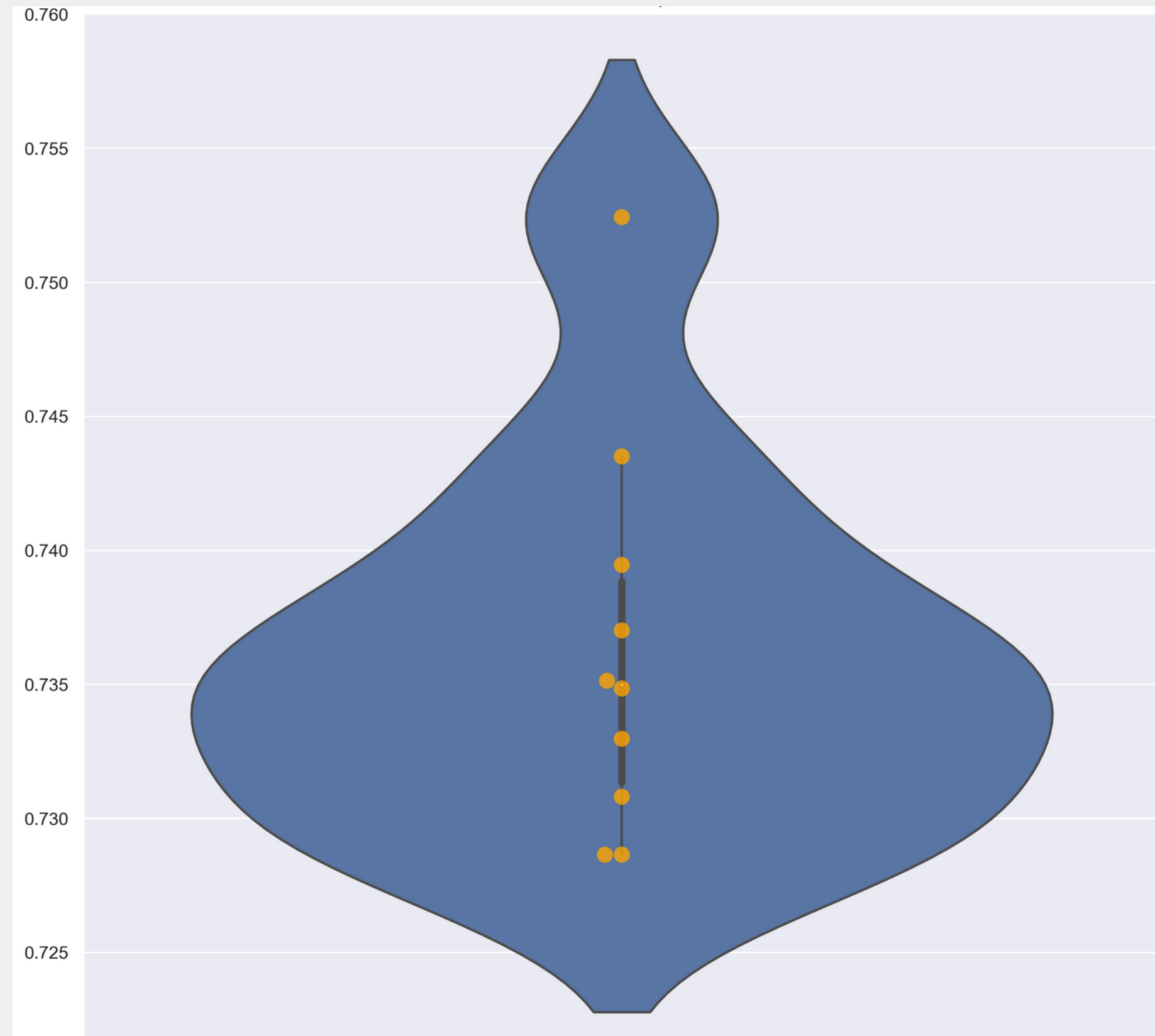
9 Different Model Types:
3 Different Grid Searches

Time spent on Informational
Page: 15%

Observation:
Product Related is the page
most people exit on



Dummy Model



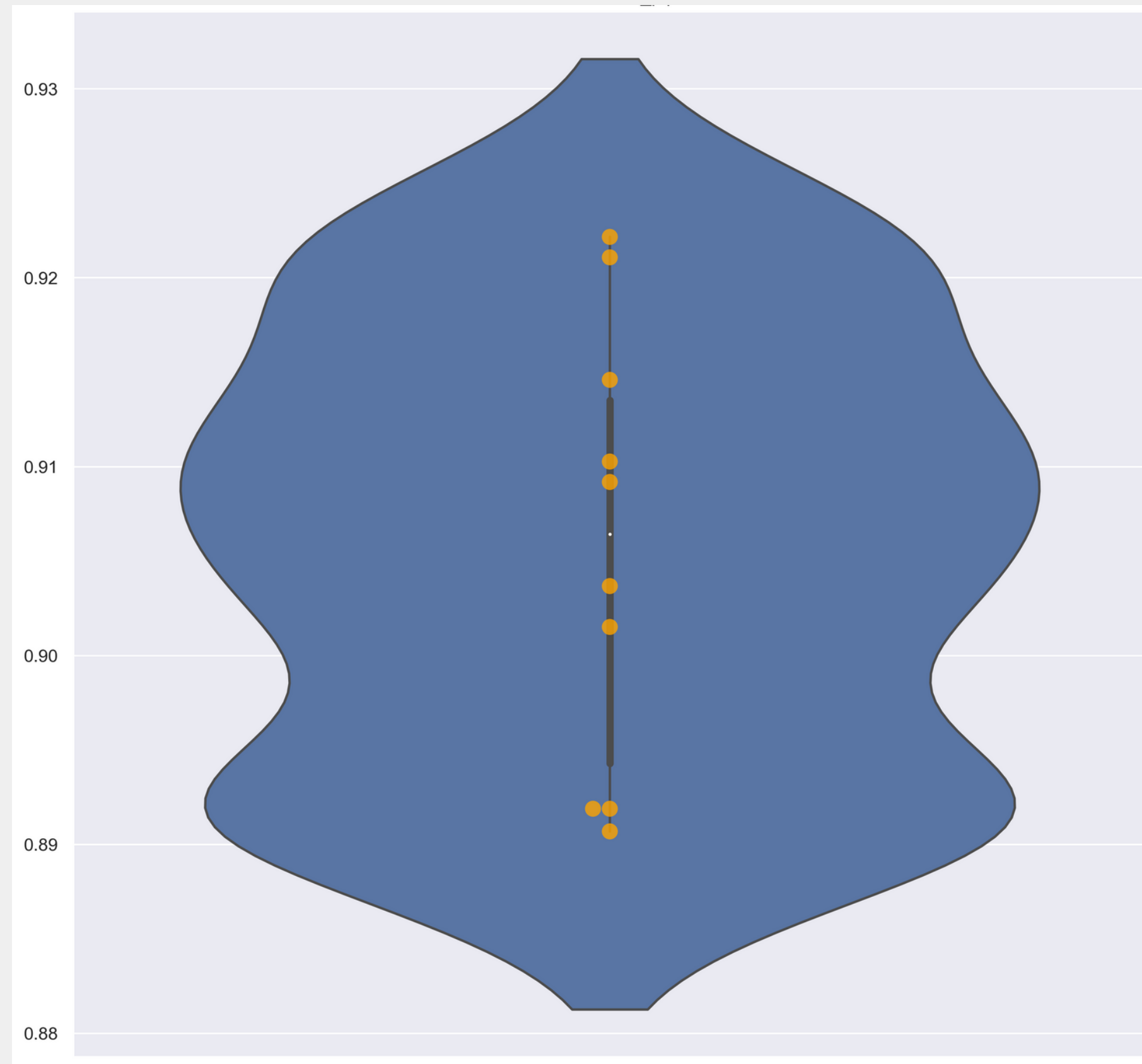
01 Dummy Model

02 F1 Score:
84%

03 Cross Validate Score:
73%



Final Model



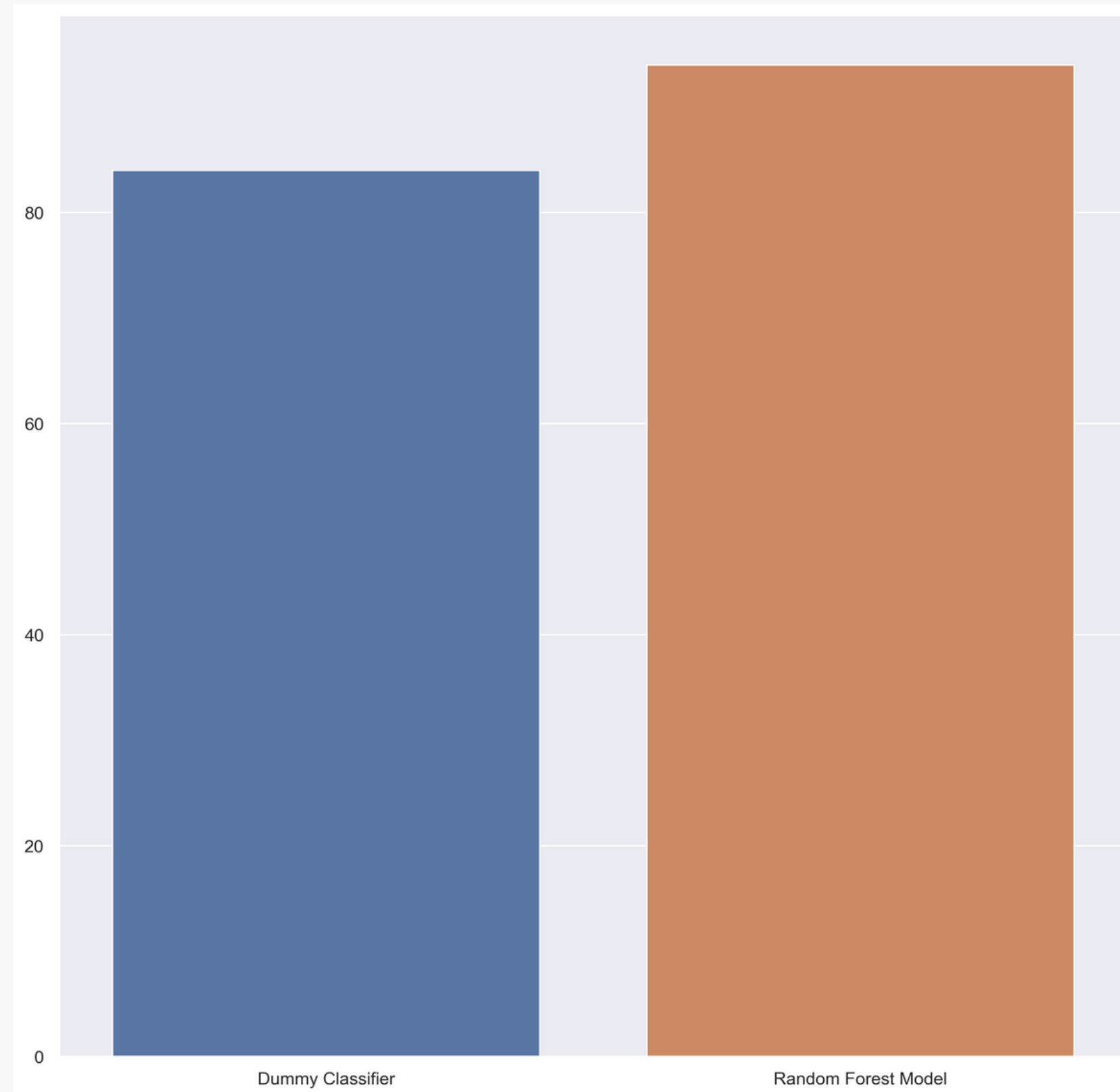
01 Random Forest Model

02 F1 Score:
94%

03 Cross Validation Score:
90.5%



F1 Scores



- 01** A measurement of what we assumed, what we missed and we actually converted
- 02** A 10% improvement

Recommendations

Use this Pipeline with Cookies

Track prospects and convert them into happy customers

i.e: 70% of Signals, Call to Action

i.e: Returning customers/prospects marketing

Maximize Time / Reduce Exits

Stop people from changing pages with Sales Funnels loaded with engaging information

Timing Matters

Market Promotions/Product Launches should take place before holidays and incentives optimized for the weekends

51% of all sales happen during May and November



Your Logo

Going Foward

Live Updates for Everyone

Optimizing the pipeline for real time and to automate marketing and outreach

Specializing insights

Looking for buying patterns for specific categories

Questions?

Thank You

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