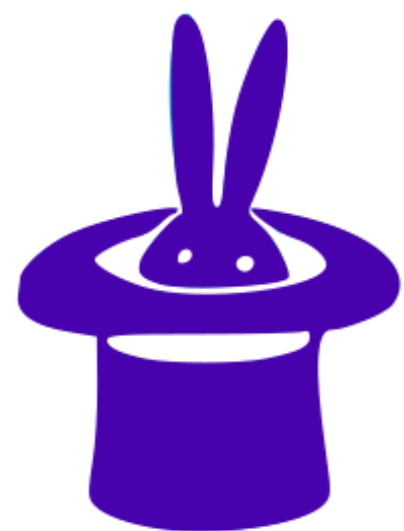


01

BUSINESS PLAN | 2022



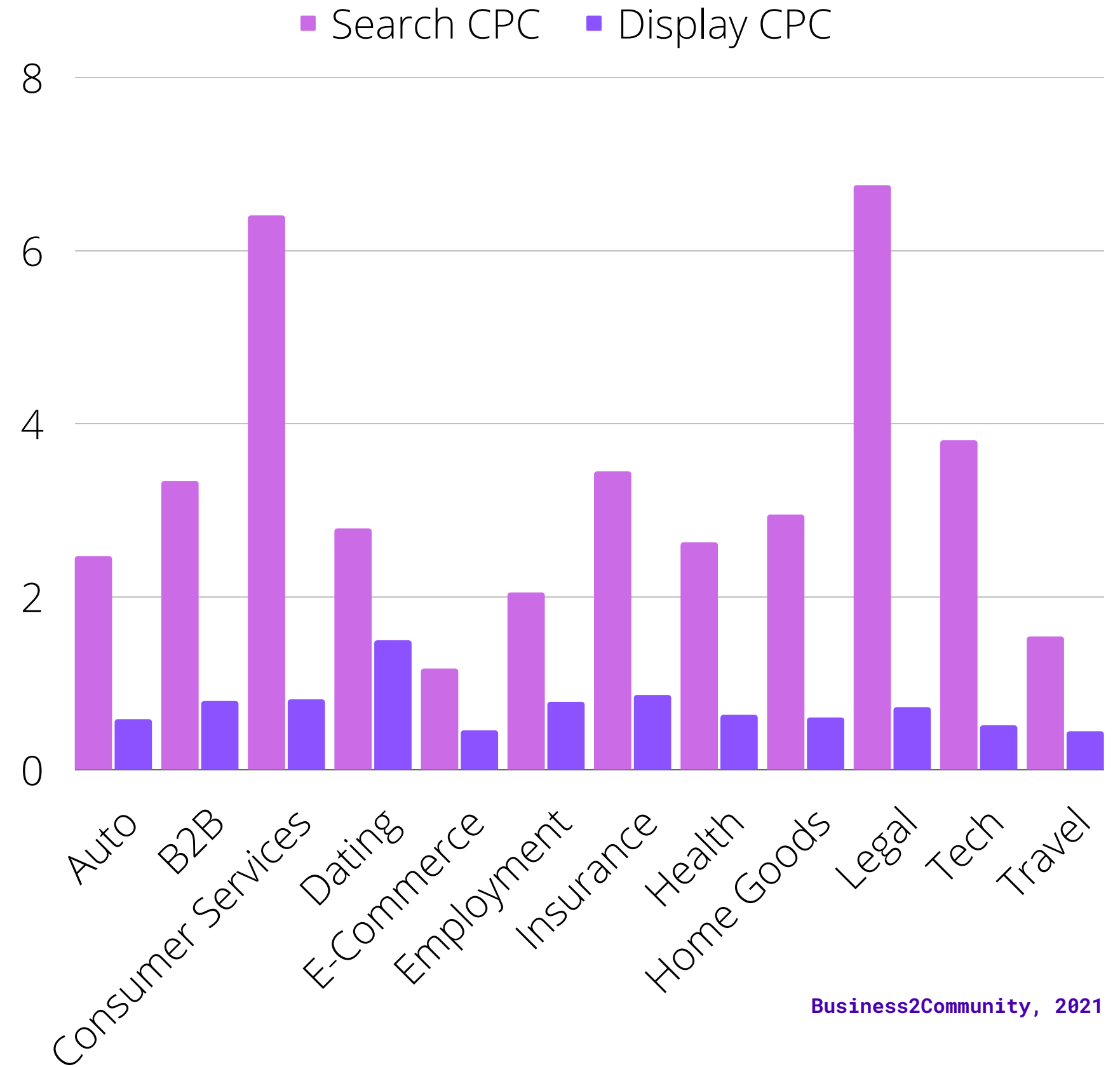
sitemana

DevSummit 2022, Using AI to predict purchasing behavior

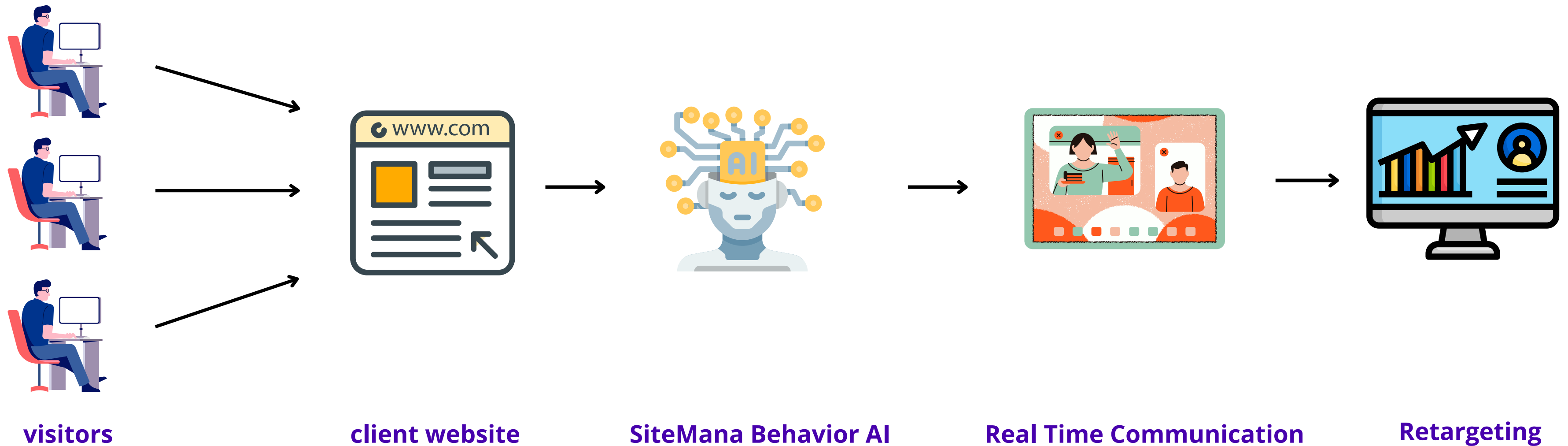
ONLINE ADS ARE EXPENSIVE

Online business owners need better visitor conversion tools, to counter fiercely rising customer acquisition cost (CAC).

PROBLEMS



AI prediction + RTE communication + unmask visitor email





oneAPI
daal4py
scikit

jupyter

ManaVisitor

Last Checkpoint: 22 minutes ago (autosaved)

Logout

File

Edit

View

Insert

Cell

Kernel

Widgets

Help

Trusted

Python 3

+

Run

Code

In [1]:

```
# =====  
# Copyright © SiteMana Inc  
#  
# SPDX-License-Identifier: MIT  
# =====
```

SiteMana Visitor Predicton using daal4py

Importing and Organizing Data

In this example we will be predicting **probability of visitor conversion** based on the features of each house.

Let's start by **importing** all necessary data and packages.

In [2]:

```
import daal4py as d4p  
from sklearn.model_selection import train_test_split  
import pandas as pd  
import numpy as np  
import joblib
```

Now let's **load** in the dataset and **organize** it as necessary to work with our model.

In [3]:

```
# loading in the data  
data = pd.read_csv('mana_train.csv', delimiter = '.', names = ['visits', 'duration', 'clicks', 'probability'])  
print(data[['visits', 'duration', 'clicks']])  
# organizing variables used in the model for prediction  
X = data[['visits', 'duration', 'clicks']] # house characteristics  
y = data[['probability']] # house price  
  
# splitting the data for training and testing, with a 25% test dataset size  
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size = 0.25, random_state = 1693)
```

	visits	duration	clicks
0	2	45	16
1	18	68	37
2	2	45	61
3	1	61	4
4	18	49	72
...
49995	2	11	77
49996	1	34	11
49997	6	34	14
49998	18	6	78
49999	15	4	11

[50000 rows x 3 columns]

Training and Saving the Model

Let's **train our model** and look at the model's features!

Mouse

Pen

Rectangle

Stickers

Eraser

<

prediction

regression_training().compute(X_train, y_train)

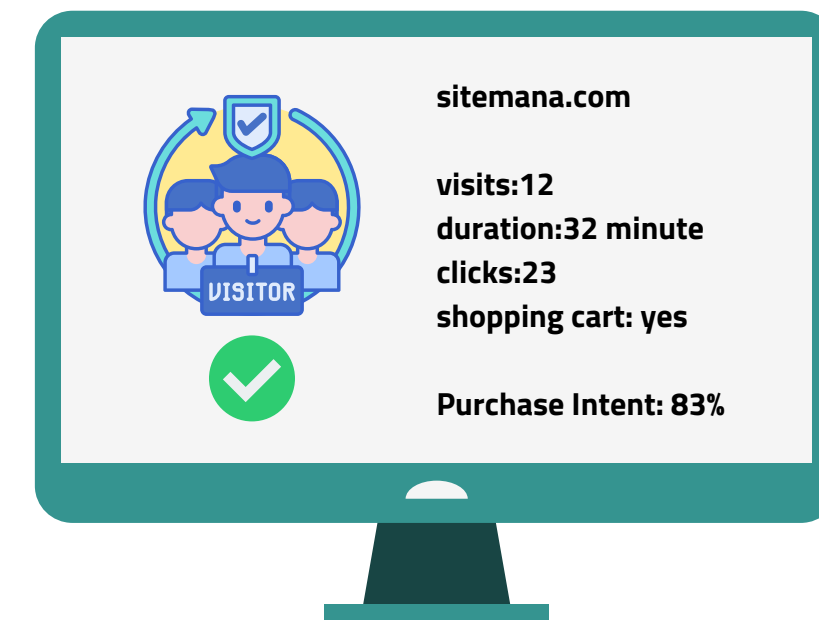
LIVE DEMO

05

Live Demo

Prediction

Using oneAPI, we can now predict every visitor based on their behavior, and launch actionable items accordingly.



CASE STUDY

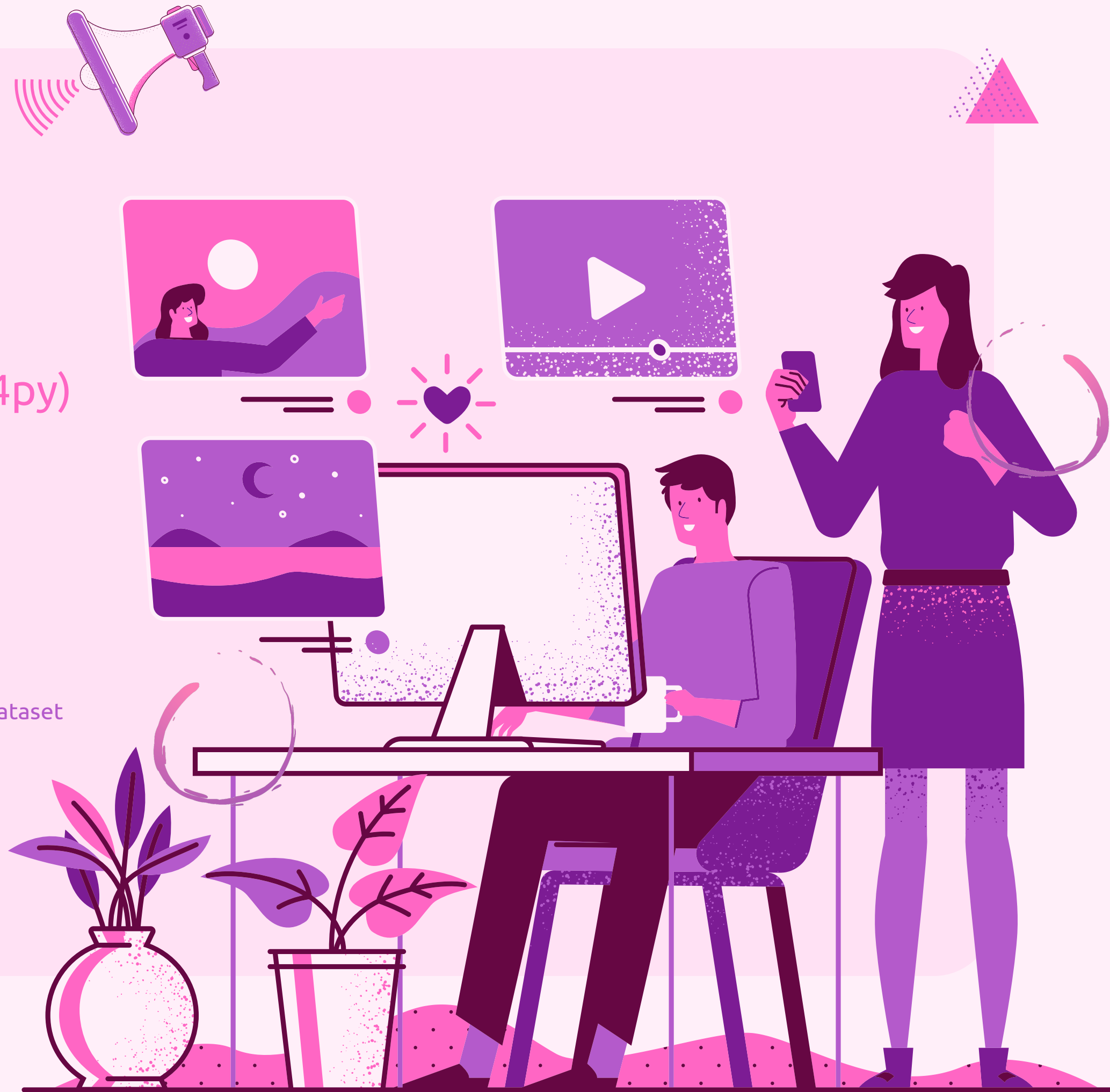
SiteMana Benefits from oneAPI (daal4py)

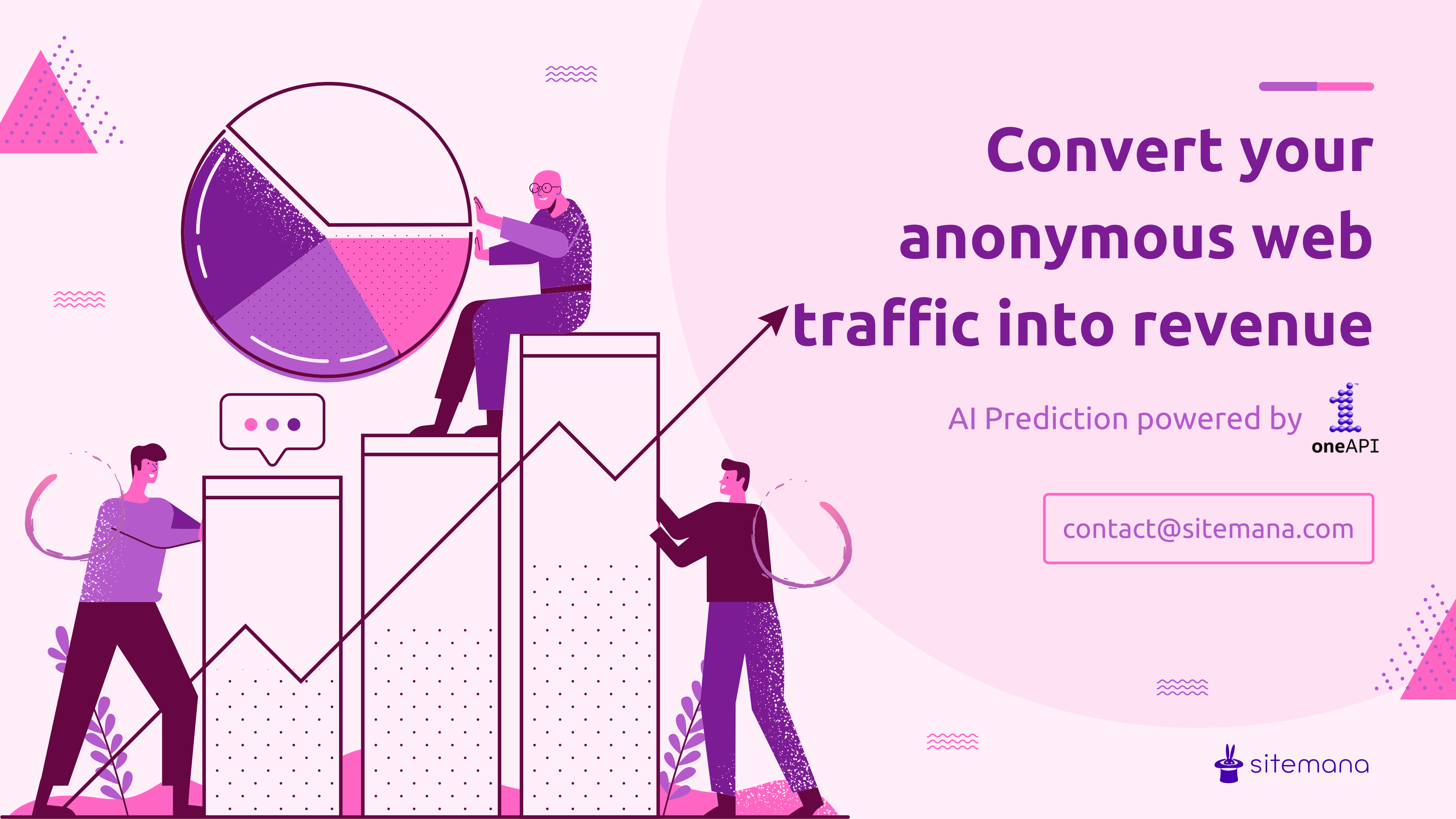
traditional method

- Multiple stacks
- Driver specific
- Benchmark Training
- Long learning curve
- Proprietary Lock-In



- One single stack
- Supports multiple hardwares
- 15% faster on training 10m dataset
- Deploying under 24 hours
- Completely open





Convert your anonymous web traffic into revenue

AI Prediction powered by 
oneAPI

contact@sitemana.com