Research article

Deep Learning-Based Prediction and Revenue Optimization for Online Platform User Journeys
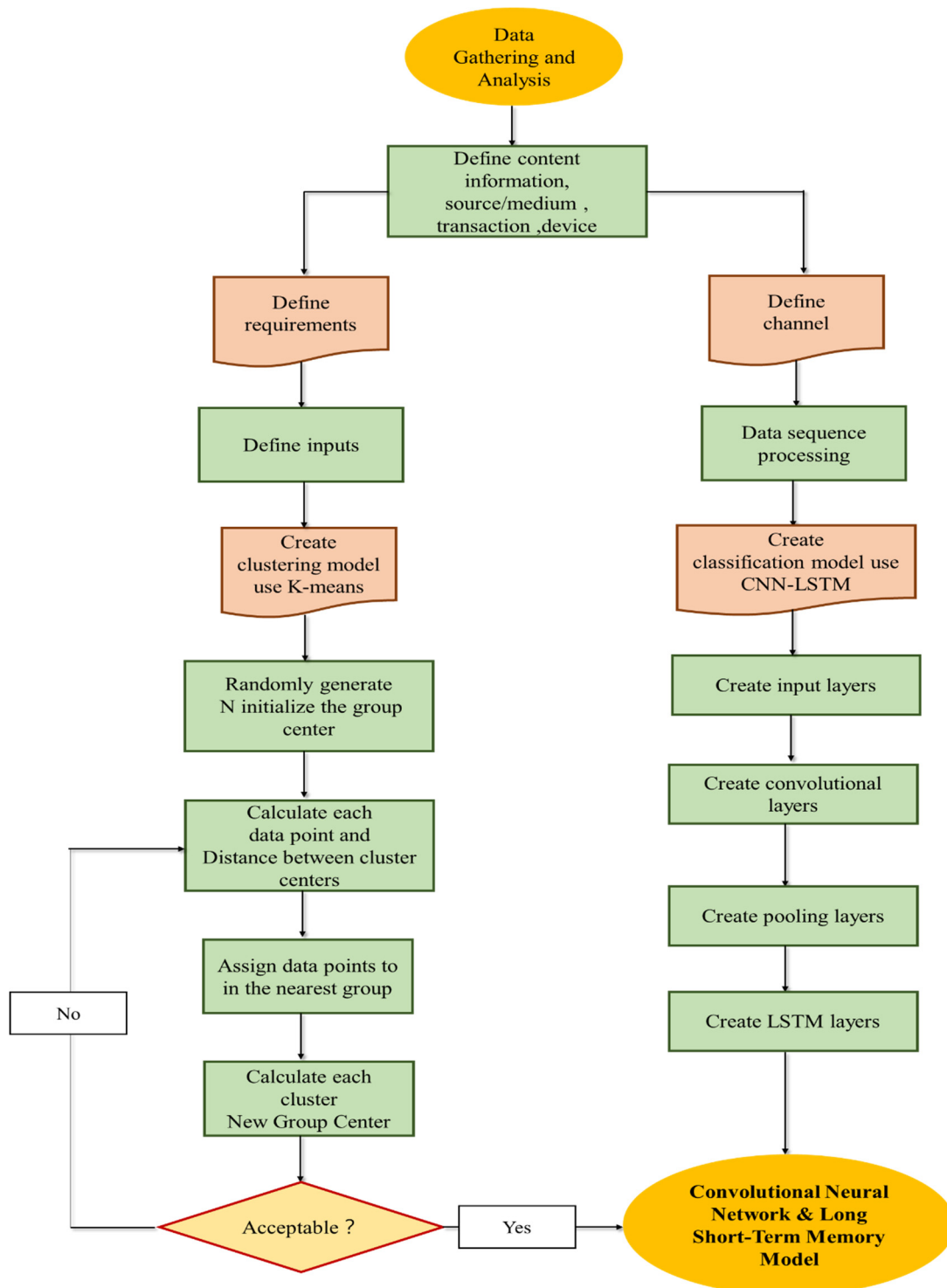
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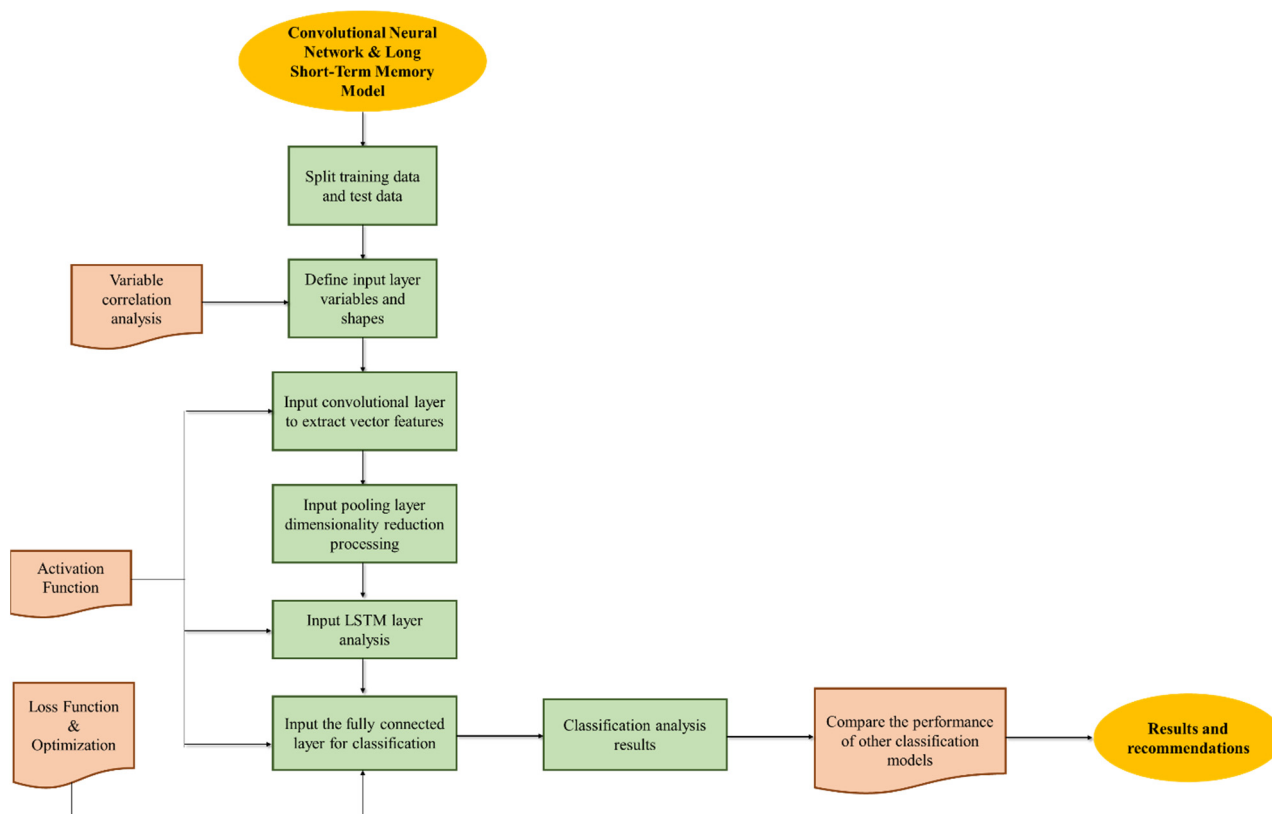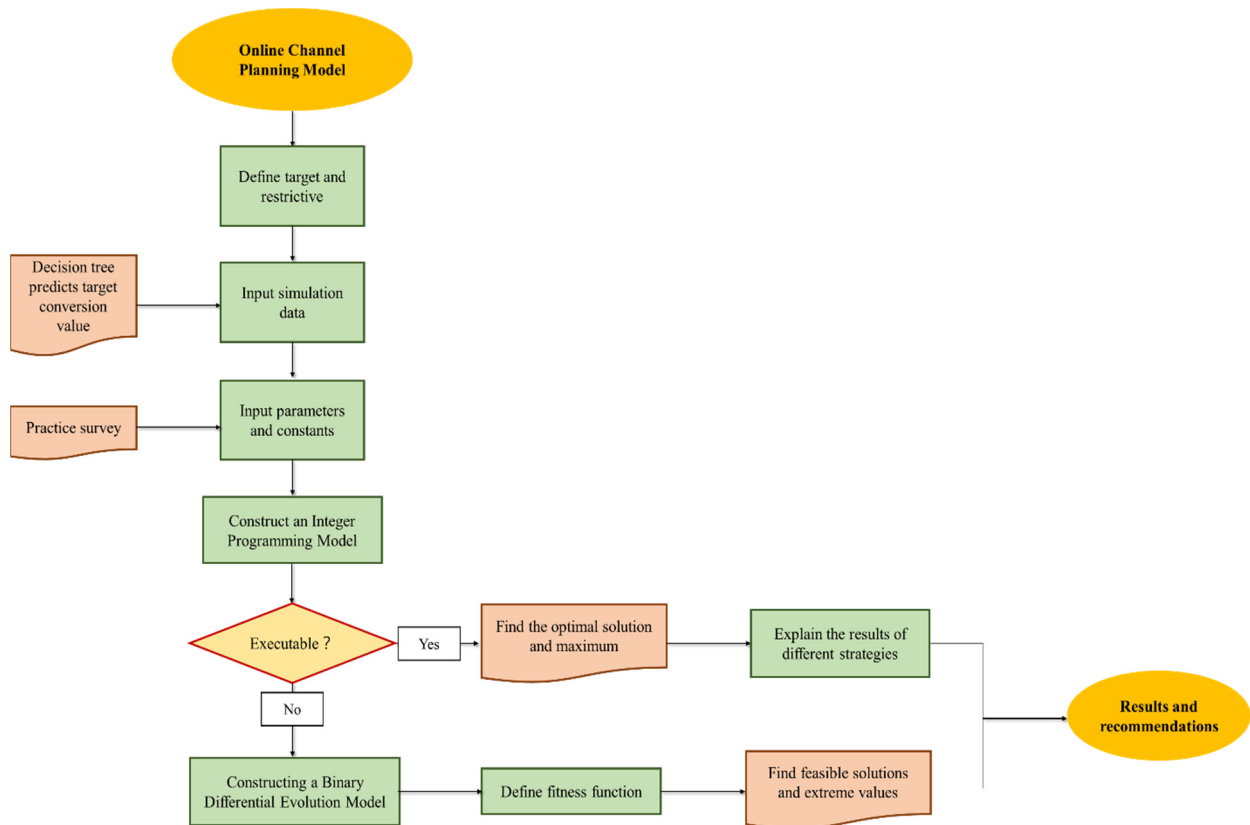
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Supplementary

Appendix A Data Processing and First Step Analysis Flow Chart

Data Gathering and Analysis

Define content information, source/medium , transaction ,device

Define requirements

Define inputs

Create clustering model use K-means

Randomly generate N initialize the group center

Calculate each data point and Distance between cluster centers

Assign data points to in the nearest group

Calculate each cluster New Group Center

No

Acceptable ?

Yes

Define channel

Data sequence processing

Create classification model use CNN-LSTM

Create input layers

Create convolutional layers

Create pooling layers

Create LSTM layers

Convolutional Neural Network & Long Short-Term Memory Model

Appendix B Step 2 and 3 Analysis Flow Chart