

Cobalt Automatic Shopper Survey Analysis



Background

ADP Cobalt group

> Leading provider of digital marketing solutions for the automotive industry >Has collected customer survey feedback on their dealer websites >Wants to leverage survey data to guide decisions for optimizing content and website functionalities for the end user

Research Questions

Consumer Segmentation

- > Cluster consumers into groups
- > Statistical testing to understand the behaviors of each group
- > Find relationships between key responses to particular questions and major KPIs

Understanding open text responses

Figure out usability problems on the dealer websites based on consumer responses to failed task completion >Find out which customer segments experiencing these usability

problems

Survey Changes

>Use the information found to help the development/design team form personas and scenarios, and improve the survey questions

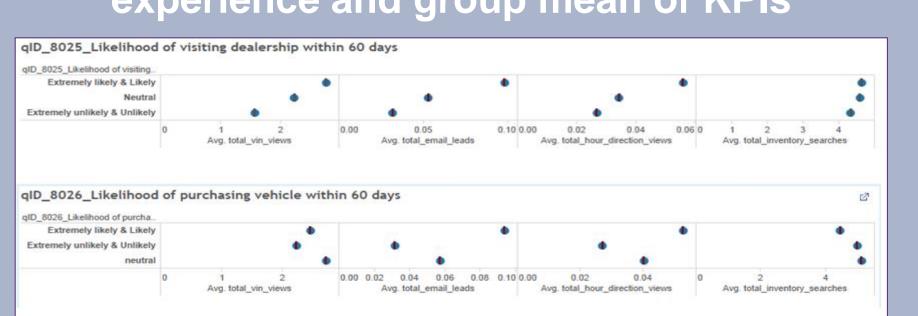
Methods Use correlation test to Hierarchical User Consumer find the relationships clustering Behaviors clusters between the clusters with Gower and KPIs distances Manually labeled a small Research amount of text of survey **Process** responses Kappa tests Make suggestions Topic Using Stanford topic Analysis to change the modeling tools to add latent Suggesconsumer survey topics. tions questions Using machine learning algorithms (Naïve Bayes, Maximum entropy) to Relationautomatically label the rest Correlate consumer segmentations and usability problems

Results

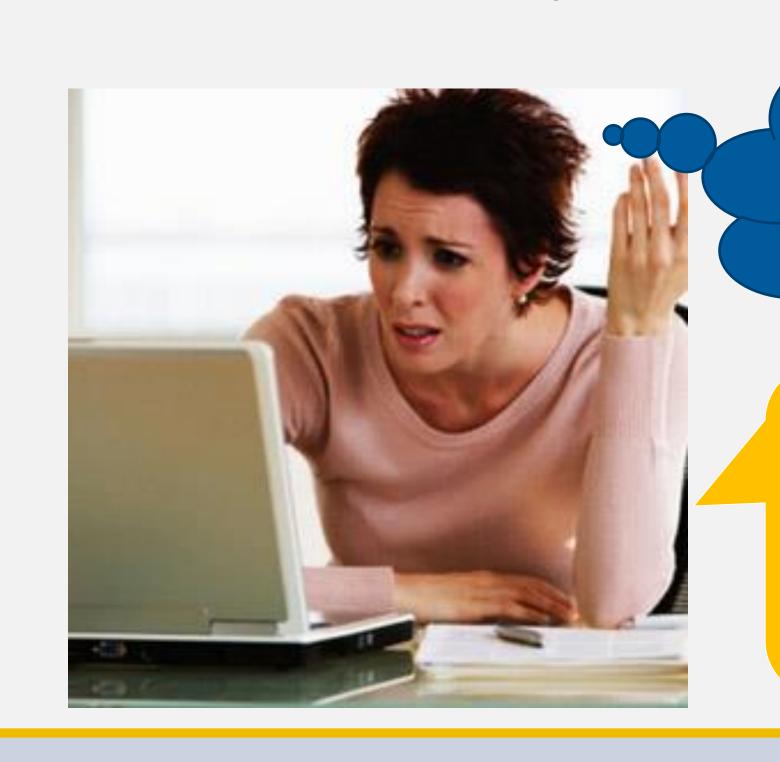
Likelihood of visiting dealership and purchasing vehicle

row.names	cor_kpi_xin	cor_kpi_hdv	cor_kpi_te	cor_kpi_is	cor_kpi_mean
qID_19_Discovery	0.49	0.94	0.60	0.76	(
qID_109_Relevancy	0.88	0.32	0.92	0.85	(
qID_23_Self.Service	0.81	0.20	0.76	0.72	
qID_93_Contacts	0.92	0.44	0.54	0.72	(
qID_24_Trust	0.81	0.71	0.50	0.81	
qID_27_Referral	0.78	0.54	0.81	0.41	(
qID_1_Overall.Experience	0.90	0.41	0.81	0.90	(
mean	0.80	0.51	0.70	0.74	(

Relationship between web experience and group mean of KPIs



- Consumer segmentations
- > Relationship between web experience and group mean of KPIs
- > Dealer sites browsing problems



- Ugly UI - More features
- please! - Where is the dealer email?
- Looking for a Chevrolet
- Over 45 years old
- Female
- ->65K Income