

Statbay

Methodology

When the web user visits the customer site, a Stabay javascript and flash file is run on the visiting computer. About 200 data points, such as screen size, operating system and browser plug-ins, are collected from the web browser. This data constitutes a visitor "DNA". The DNA is then compared to DNA from a reference group with known demographics. By applying statistical methods, artificial intelligence and applied physical the visitor is analyzed, with a probable demographic as a result. Gender, age and special interest are examples of segments that can be examined.

Reliability

Segmentation is about probability. The visitor's age and gender are not known facts. But we do know what the probability is for the segmentation to be correct, and we also know what the confidence interval is for the probability.

The error estimation is classical in data mining. The information from the reference group is divided into two groups. Most of the information is used to "train" the segmentation algorithm, while the remainder of the data is used to calculate the error estimate.

As a customer you will know to what extent our analysis is correct, and a confidence interval for the error estimate at a probability of 98.75%.

It is also possible to change the error estimate, and the confidence interval probability, since those factors depends on each other and the size of the reference group.

The service

The service resides in the cloud on Amazon EC2 hosts, and is very stable and highly scalable.

As with many other statistical services, the service is implemented by including a few lines of html on the customers web page.

Further questions

If you have a question or want further information, don't hesitate to contact us. Call or mail Mattias Aspelund, and we'll do our best to help you.

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