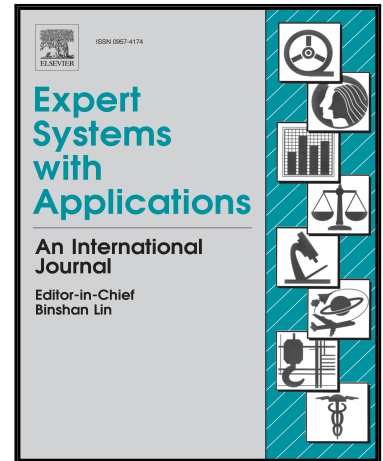


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Changing Perspectives: Using Graph Metrics to Predict Purchase Probabilities

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Highlights

- We assess the applicability of graph metrics to predict purchase probabilities.
- Real-world clickstream data of two online retailers is used.
- Graphs are derived out of sessions of website visitors.
- Distance- and centrality-based graph metrics are useful for prediction.
- Closeness vitality, radius, number of circles and self-loops are most important.

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