Context-Aware Predictive Web Analytics (CAPA)

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What is Predictive Web Analytics?
- Recognizing, profiling, predicting and guiding user(s) behavior on a web portal or a publisher’s website.

What is Context?
- any additional information that enhances the understanding of the instance of interest and helps us to classify this instance or makes predictions regarding its behavior.

Applications
- Personalized search
- Recommendations
- Contextual advertising
- Targeted marketing
- User profiling
- Demand prediction

Context Discovery & Integration
- Distributed context discovery for predictive modeling
- Pattern sampling with MapReduce

Dealing with Big Data Challenges
- Developing a context-aware algorithm for streaming data

On-going Subprojects and Case Studies
- Location-based ranking adjustment
- Exceptional context mining
- Identifying, quantifying and removing biases for predictive modeling in computational (display) advertising
- Unified management of RTB and guaranteed advertising

Further information: http://www.win.tue.nl/~mpechen/projects/capa/
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