Abstract

Numbers do not make much sense while doing analysis. Unless they are supported with narratives, remarks, Interpretations, deductions and explanations of these numbers and figures. This is skilled task that can be accomplished by experts. In this research work, the authors have built an automatic data analysis narrator of web/mobile traffic data. The method employed is Delphi to identify requirements of customers for data analysis report’s ordering and using descriptive statistical analytical methods to build narration of web/mobile traffic. The reports are validated against the ground truth. The results show high level of acceptability of reports by users due to high recall and precision values.

References

http://www.adobe.com/in/marketing-cloud/web-analytics.html


Delphi based Auto Narrator for Web and Mobile Traffic Analysis


Index Terms

Computer Science
Information Sciences

Keywords

Automatic Narration Generation; Delphi technique; Mobile analytics; Natural Language Generation; Quality Function Deployment; Web analytics.