

Optimizing the Advertising Strategies for the Railroad Network Based on the Consumer Behavior

Abstract

As Japan has one of the most developed networks of railroad, railroad station and train becomes the prime locations for advertising since lots of people use railroad every day. Also, it becomes more important, flexible and difficult for the advertisers to optimize their advertising strategies as digital advertising spread rapidly. In this research, we try to develop a hierarchical model using Topic Model Framework, which can optimize advertising strategies based on consumer behavior.