Q. List of top 10 zip codes that you recommend for the Growth team’s pilot test

Solution :

After visualizing the top 10 zip codes with highest lead on Tableaus, we realize that these are the zip codes or areas which could definitely be targeted by the Growth Team.

Chart, treemap chart

Description automatically generated

Chart, bar chart

Description automatically generated

Our recommendation is based on the following analysis and insights behind it:

1. Since the surveys being filled is a measure of the potential customers being involved in Block’s services. The Leads column which sums the number of potential customers that have completed the online survey on Block’s website makes it more viable for us to find the 10 top zip codes where the total lead is the highest.
2. We could have also preferred using the “conversions” column against zip codes for this analysis but since we need to launch a new marketing plan, using our conversion count/sum is a little counterproductive as compared to Lead sum which is a measure of potential customers.
3. Lead seems to be a better fit here for benchmarking performance of the new campaign against Block’s active campaigns. We would have to check if the conversions of the Block’s active campaign with that of conversions received after customer conversion [Sum of lead] for the upcoming campaign is higher. This helps us to test whether the new strategy is effective with existing audiences in Block’s top service-areas.
4. The zip status for the top 10 zip codes with highest lead hold a serviceable status for most cases. This tells us that most of the zip codes with higher lead time are majorly in the serviceable status area thus making our recommendation a lot more valid for our current dataset. This status trend will also help us analyze the customer’s response to the Growth Team’s pilot test.