

#### PROBLEM DEFINITION:

Given the data dump of slots booked by the clients for the period of two months. Objective is to upsell the premium plans to the clients.

1. What's the 3-day and 7-day conversion of different lead types split by funnels?
2. What hours work best for connectivity and sales?
3. Come up with insights on how best would you optimize the slots, coach, and funnels for the most efficient outcome (conversions).
4. Are there any other insights you can come up with using this data?

#### ABOUT THE DATASET:

The dataset provided has 13 columns

Column Name	Definition
expert_id	IDs of the experts who are trying to sell the plans to the users.
team_lead_id	IDs of the Team Leads, The team of experts works under the Team Leads
user_id	IDs of the users/customers who are called.
India vs NRI	The user attribute, which tells if the user is Indian or NRI
medicalconditionflag	The user attribute, which tells if the user has any medical condition or not.
funnel	It is the medium through which the call is booked
event type	Each call can be booked by the users or can be booked by experts
current status	This is the final status of the call.
handled time	It is the time when our expert tried calling the user.
slot_start_time	It is the time for which the call is booked
booked flag	Booked Consultation has flag as booked and Consultation Call has flag as unbooked.
payment time	It is the time when payment is made by the user.
target class	It is the class in which the experts fall. 'A' being the best in sales and 'D' being the worst

Upon closer examination of the dataset, it is found that

1. Column named handled\_time has 771 null values, which implies that conversation between client and the expert has not taken place yet. The reason for this is that the user has booked the slot and he/she is yet to receive the call from an expert.
2. Column named payment\_time has 70120 null values which implies that the free consultation with the expert did not lead to the successful conversion. Only 3360 users have upgraded to premium after the expert consultation.
3. 73480 distinct users have expressed an interest by slot booking or by consultation booking.

Q1.What's the 3-day and 7-day conversion of different lead types split by funnels?

To find the 3-day conversion and 7- day conversion, we must look into the handled\_time, slot\_start\_time and payment\_time columns. It is noticed that at some places the slot\_start\_time is earlier than the handled\_time and handled\_time is null at some places because the client has not received the call yet.

To take into account null values and the earlier booking time, I consider to take the maximum of both the time frames, ie maximum of handled\_time and slot\_start\_time and gave it a new column name as modified\_handled\_time.

3-day conversion is defined as the date difference between the modified\_handled\_time and the payment\_time is less than or equal to 3 days ,ie if the client purchases the premium plan within 3 days after the free consultation with the coach.

Goal is to find the number of clients who have made the premium plan purchase within 3 days of free consultation via different funnels.

After the analysis the results obtained is as shown below

Team_lead_id	Funnel	Subscribers_Count
57319	Bot	472
1287411	Bot	170
387314	Bot	94
1140109	Bot	358
166254	Bot	197
4409298	Bot	259
97861	Bot	3

57319	FT	228
4409298	FT	242
1287411	FT	262
166254	FT	165
1140109	FT	44
97861	FT	12
387314	FT	144

It can be noted that the team lead with id 57319 has maximum subscribers count via bot funnel and team lead with id 1287411 has maximum subscribers count via FT funnel.

7-day conversion is defined as the date difference between the modified\_handled\_time and the payment\_time is less than or equal to 7 days, ie if the client purchases the premium plan within 7 days after the free consultation with the coach.

Goal is to find the number of clients who have made the premium plan purchase within 7 days of free consultation via different funnels.

After the analysis the results obtained is as shown below

Team_Lead_id	Funnel	Subscribers
57319	Bot	507
1140109	Bot	407
4409298	Bot	283
166254	Bot	221
1287411	Bot	195
387314	Bot	110
97861	Bot	3
1287411	FT	293
4409298	FT	273

57319	FT	249
166254	FT	191
387314	FT	164
1140109	FT	50
97861	FT	13

It can be noticed that team lead with id 57319 has the highest number of premium subscribers via bot funnel and team lead with id 1287411 has highest number of premium subscribers via FT funnel.

Q2.What hours work best for connectivity and sales?

Best time for connectivity is time slot where the conversion percentage and premium subscribers count is highest.

After the analysis the results obtained is as shown below

Time_slot	Connectivity_count	Premium_subscribers_count	Premium_conversion_percentage
9-before_12	13408	765	5.724333
6-before_9	2196	123	5.574666
21-before_24	6248	310	5.136
12-before_15	15506	730	4.687
15-before_18	18824	779	4.138666
18-before_21	15933	598	3.726666
0-before_3	1216	54	3.163
3-before_6	149	1	1.075333

From the analysis, it is evident that the time slot from 9 am to before 12pm is the best time for connectivity and sales as the conversion percentage and subscribers count is highest during this period.

So the suggestion is to allocate the best experts with higher conversion percentage during this time slot to obtain maximum conversions.

Q3. Come up with insights on how best would you optimize the slots, coach, and funnels for the most efficient outcome (conversions).

#### 1. Slot Optimization:

- ✓ From the analytics we can infer that the premium subscribers count and the premium conversion is highest between the time interval of 9 am to before 12pm. This also implies that it is the best time for connectivity and sales.
- ✓ We can allocate the time slot between 6am to 9am and 9pm to 12 am to new users, since the connectivity count during this period is less, and the premium subscribers count and the premium conversion percentage is high. We can leverage this time period to boost our sales.

#### 2. Funnel Optimization

Funnel	Event type	Premium users count	Premium conversion percentage
Bot	Booked Consultation	1963	6.169269933
FT	Consultation call	0	0
FT	Booked Consultation	1397	3.354383269

We notice that the premium conversion percentage via bot funnel is around 6.17% and via free trail funnel is around 3.35%. This shows that the users prefer bot funnel over free trail funnel.

So to increase the sales and user engagement via Bot funnel we can introduce some additional capabilities like:

- ✓ Introducing the questionnaire to get to know the user preferences and their goals better.
- ✓ Introduce some FAQ's to clarify the queries of the users.
- ✓ Introduce pill filter element in the chatbot for FAQ's and filtering the preferences.
- ✓ Introduce audio to text function in the search bar for better user experience.
- ✓ Introduce new feature like 'healthy recipe of the day' as a pill filter to increase the client engagement, give the tagline as 'today's healthy bite'. Ask the users to upgrade to premium plan to get customized healthy snack recipes from experts.
- ✓ Introduce the live chat feature (upto max 2 times) with the experts for new users and for premium plan users.
- ✓ Introduce recommendation pill filter for better user experience.
- ✓ Introduce personalized diet plan feature in the chatbot for premium users.
- ✓ Introduce few healthy lifestyle tips on daily basis as a feature on the chatbot.

- ✓ Introduce quarterly contest on the bot for users and if they perform well, give them coupon code to avail discounts while purchasing premium plan.

#### 4. Coach optimization

Target Class	Subscribers Count	Conversion Percentage
A	1325	6.276
B	825	4.801
C	944	3.563
D	266	3.061

From the analytics it is evident that coach A has the best conversion percentage of around 6.27% and coach B stands second with 4.8% conversion percentage.

So we can try to increase the conversion percentage of coach B and also try to further improve the performance of coach A.

Some suggestions to improve the performance and increase the conversion percentage of coach A and coach B:

- ✓ Introducing premium packages with more customized diet, lifestyle, exercise and workouts, protein intake plan, 1-1 consultation based on user time preferences, 1-1 expert live chat support
- ✓ Display testimonial, reviews and ratings from the successful premium customers in the app and website to attract customers to new clients to purchase premium plans.
- ✓ Showcase the coach expertise, years of experience, successful clients or happy customer's reviews in the website and app to help the customer know more about the coach and his/her achievements.
- ✓ Conduct campaigns on social media platform like instagram, linkedIn to showcase your coaches. Partner with the health experts like doctors, medical researchers, dieticians to give talks, health awareness campaigns to increase the reach and popularity.
- ✓ Introduce scarcity element /limited time offer or discount concept to get trained by the best coaches through premium subscription.

Q4. Are there any other insights you can come up with using this data

A. Conversion percentage and subscribers count for NRI's and Indians.

India vs NRI	Subscribers Count	Conversion Percentage
NRI	588	6.757
India	2762	4.313
Other	10	1.366

- ✓ We see that more NRI clients have upgraded their plan to premium than Indian clients or other clients. This implies that possibility of the premium conversion among the NRI clients is more. So we can introduce some customized offers and plans for these clients and also allocate best coaches for training.

B. Conversion percentage for clients with medical conditions

Medical Condition Flag	Subscribers Count	Conversion percentage
1	1591	5.591
0	1769	3.929

It is observed that clients with medical condition prefer to upgrade their plans to premium. To increase the conversions:

- ✓ Allocate coaches who are experts in specific area of clients medical condition, for example clients with diabetes should be allocated with coaches who are expert in this field so that they can suggest customized diet plan, workout plan, protein intake plans to the clients based on their condition.

C. Team lead with id 1140109 is found to have high conversion percentage.

D. Optimal weekday for sales and conversion

Day of the week	Connectivity count	Premium subscribers count	Premium conversion percentage
Tuesday	10934	562	5.14
Thursday	11385	535	4.699
Wednesday	11523	541	4.695
Friday	10933	513	4.692
Saturday	10812	490	4.532
Sunday	6064	255	4.205
Monday	11829	464	3.923

- ✓ From the analysis, it is evident that the best weekday for sales and connectivity is Tuesday.

