

## **What is the problem you want to solve?**

Email Marketing is still the most successful marketing channel and the essential element of any digital marketing strategy. Marketers spend a lot of time in writing that perfect email, laboring over each word, catchy layouts on multiple devices to get them best in-industry open rates & click rates.

How can I build my campaign to increase the click-through rates of email? - a question that is often heard when marketers are creating their email marketing plans.

Can we optimize our email marketing campaigns with Data Science?

## **Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn't have otherwise?**

Analytics Vidhya is a training website for data scientists. To promote their events such as conferences or hackathons, they send out marketing emails. Optimizing their marketing campaign using data science would allow them to maximize the effect of email marketing on ticket sales. Based on the analysis, Analytics Vidhya will better understand the components of a successful email, and use those insights to create effective campaigns.

## **What data are you going to use for this? How will you acquire this data?**

The client has provided user-email interaction data from July 2017 to December 2017.

## **In brief, outline your approach to solving this problem (knowing that this might change later).**

- 1) Clean and pre-process data
- 2) Exploratory data analysis
- 3) Create model - initial ideas include clustering and feature encoding
- 4) Assess and report

## **What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.**

Code, report, and slide deck.