JOURNAYA

ELEVATING YOUR BUSINESS

By Caitlyn Carney

AGENDA

Acquire & Clean

- Adding data
- Handle Outliers
- Create new features

Explore CIC Data

- Briefly elaborate
- on what you want
- to discuss.

Explore Jornaya's Data

- Briefly elaborate
- on what you want
- to discuss.

Recommendations

- What not to purchase
- Who not to contact
- Incorporate Jornaya's Data

EXECUTIVE SUMMARY

WHAT WE WILL BE COVERING

Hypothesis

Jornaya's data will elevate CIC's business.

Goals

Find drivers of purchases

Form recommendations and policies regarding lead purchases and contacting.

Findings

Jornaya's data increases sales and elevates the existing business model.

Recommend

Leads to stop purchasing.

New policy regarding lead contacting.

ACQUIRE & PREPARE

Acquire Data

Added Jornaya data to CIC's:

- lead_duration
- field_count
- lead_age
- competitors

Outliers

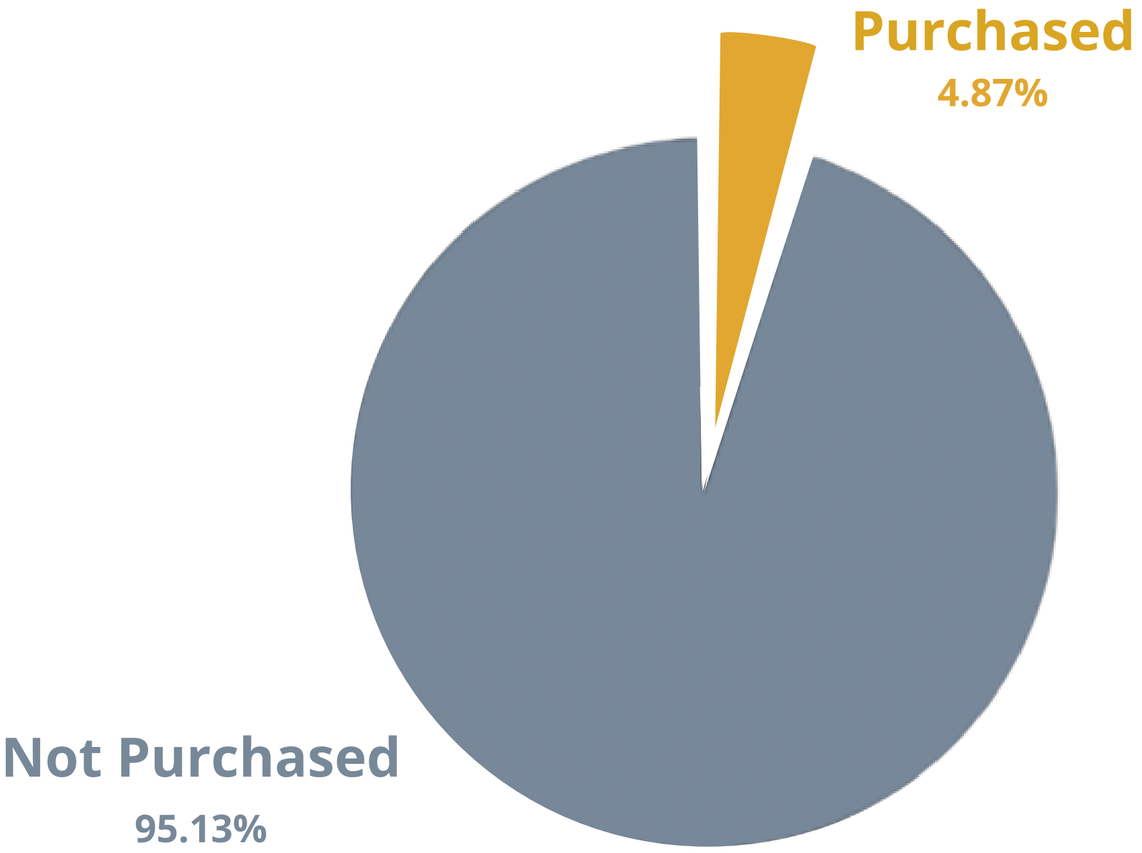
Removed outliers from lead_age feature using IQR.

Dummy Column

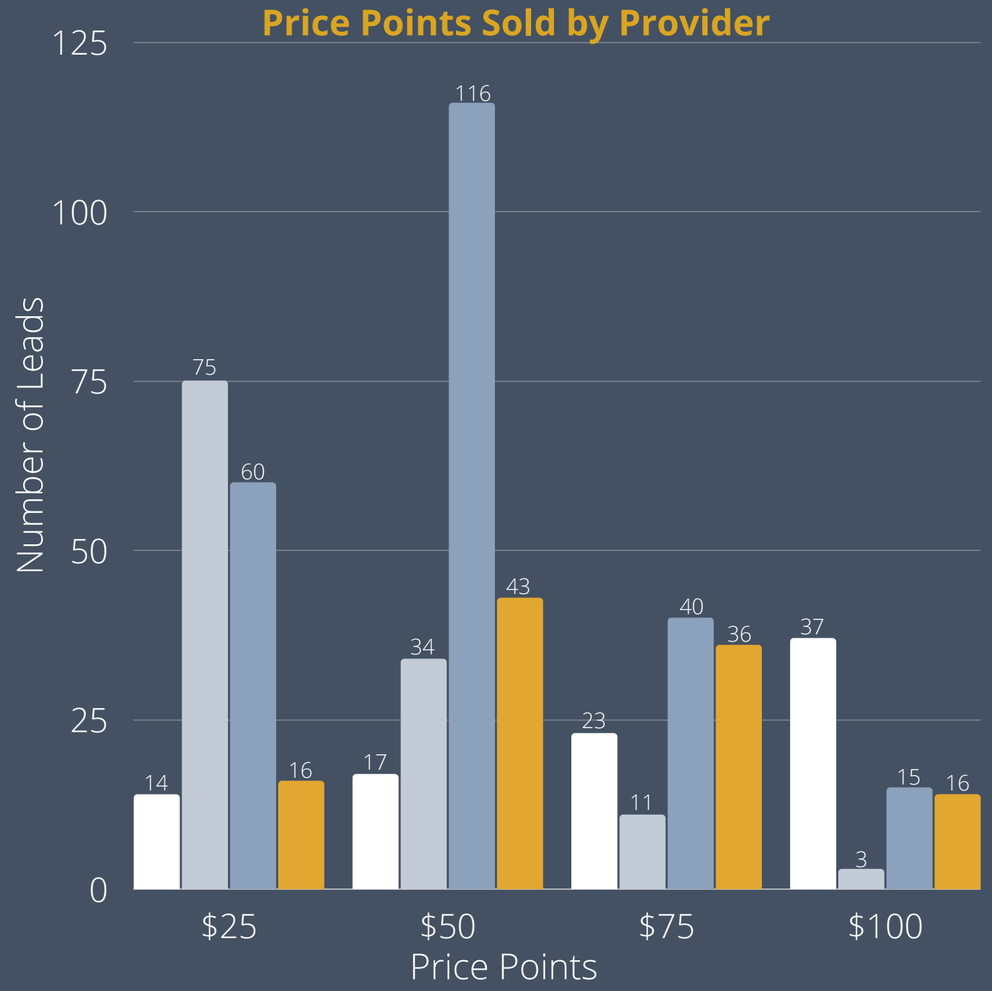
Broke up the following columns to do an in depth analysis of each outcome:

- provider
- competitors

EXPLORE



EXPLORE



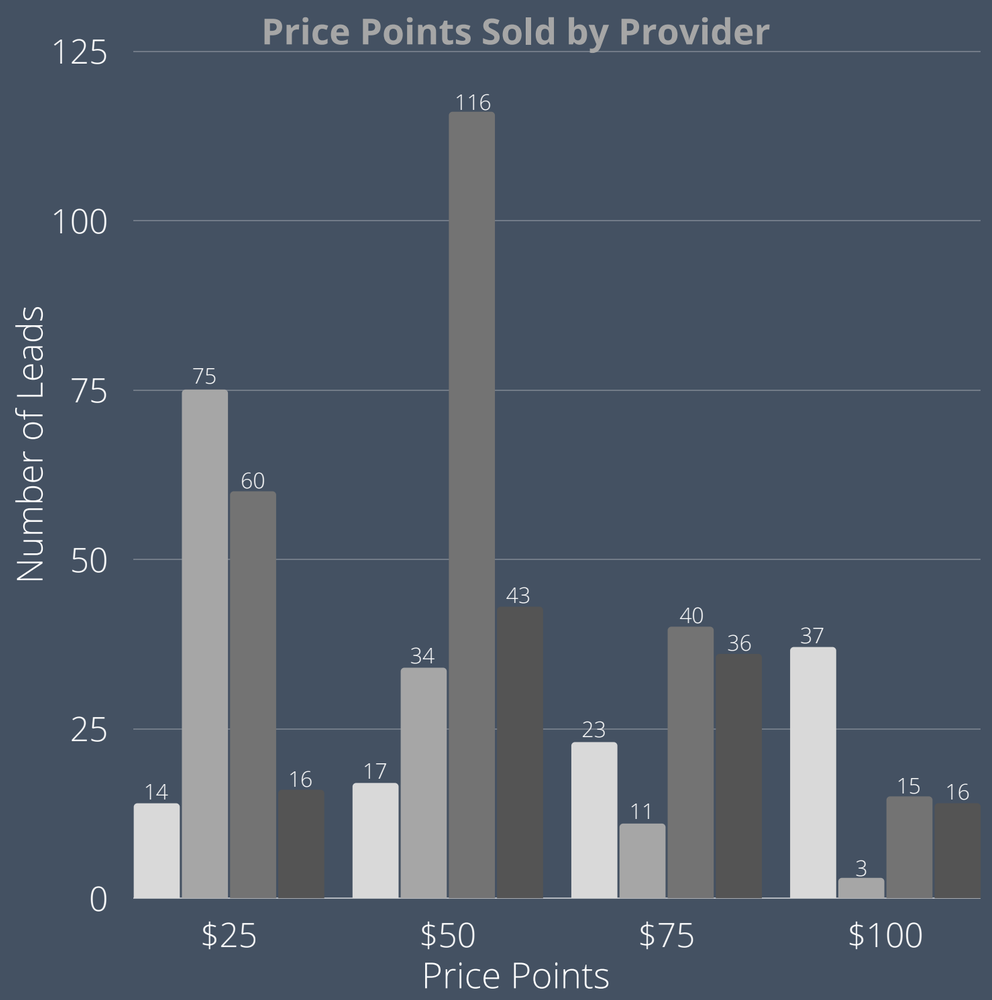
PROVIDER A
(91 Leads)

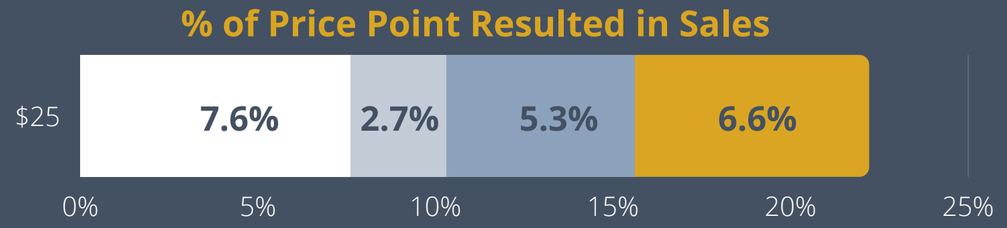
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

EXPLORE





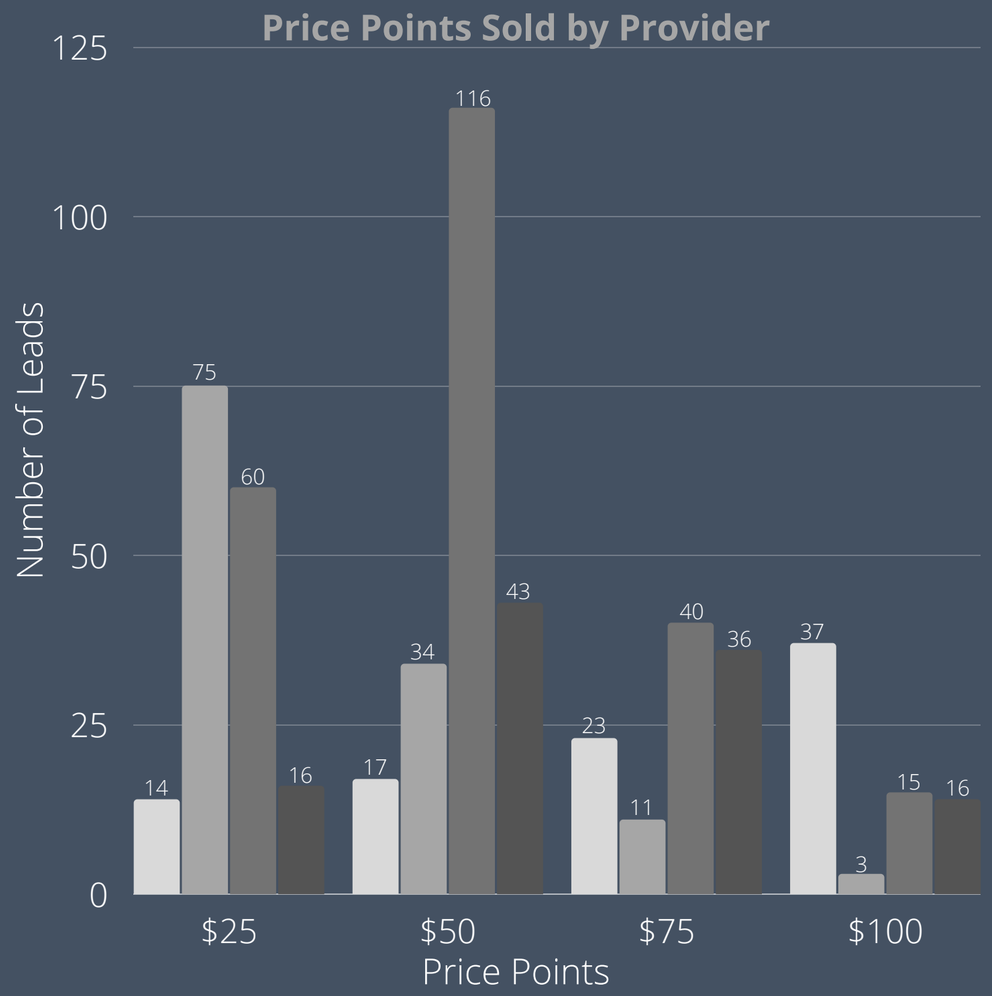
PROVIDER A
(91 Leads)

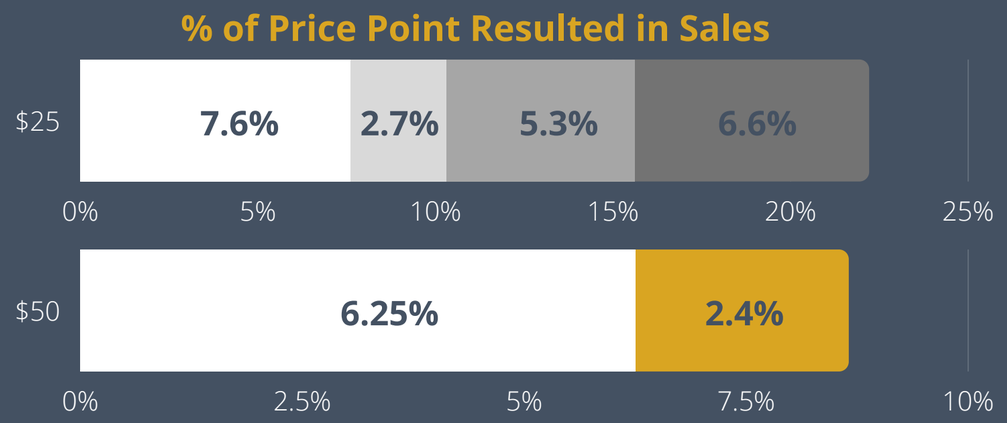
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

EXPLORE





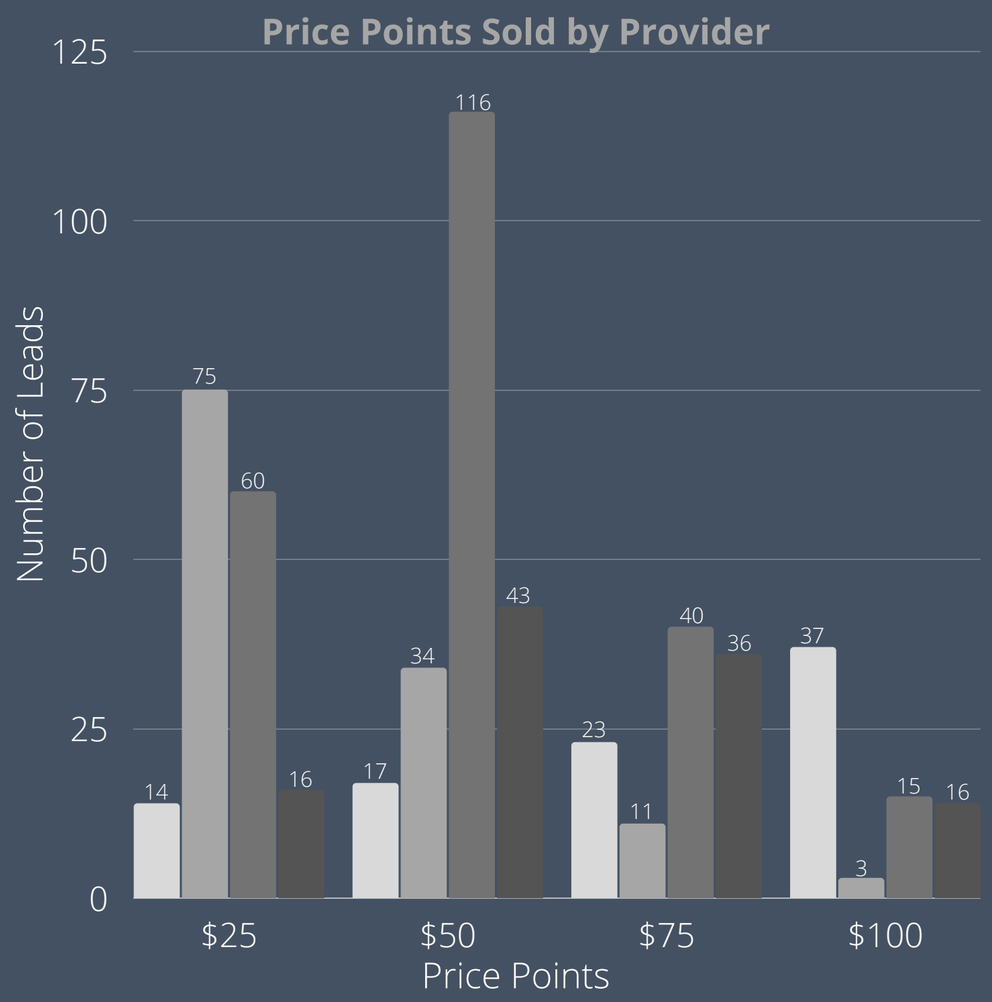
PROVIDER A
(91 Leads)

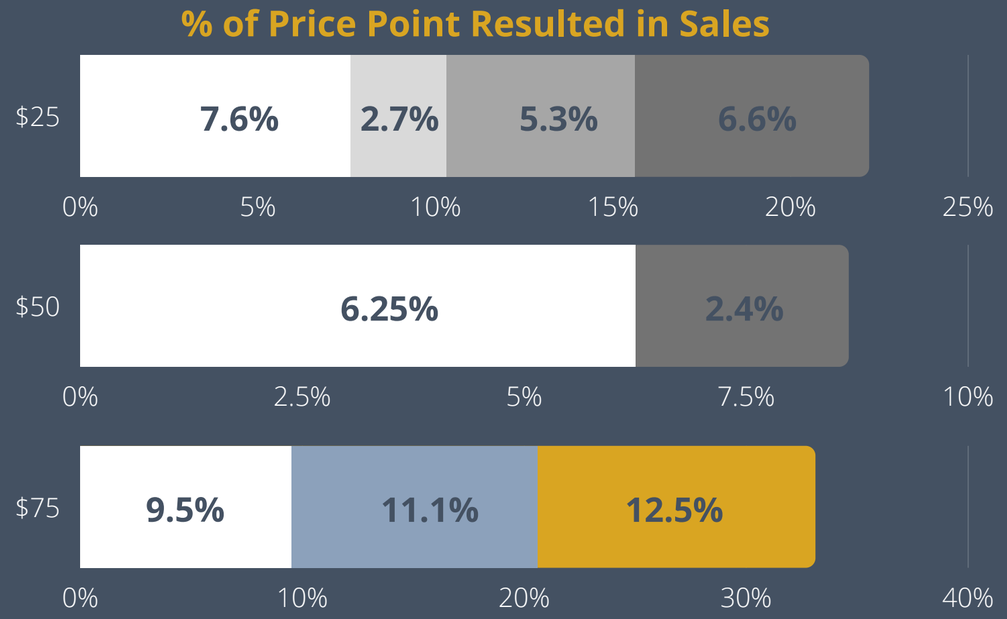
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

EXPLORE





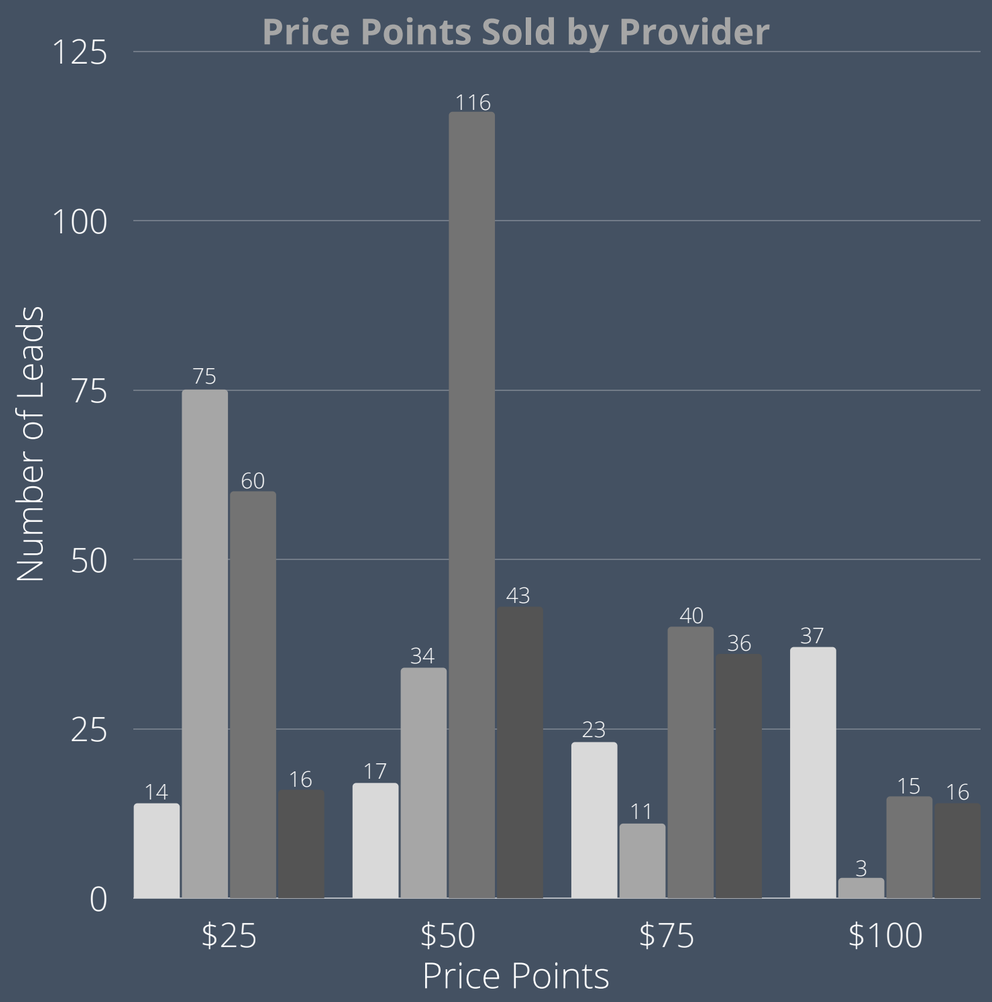
PROVIDER A
(91 Leads)

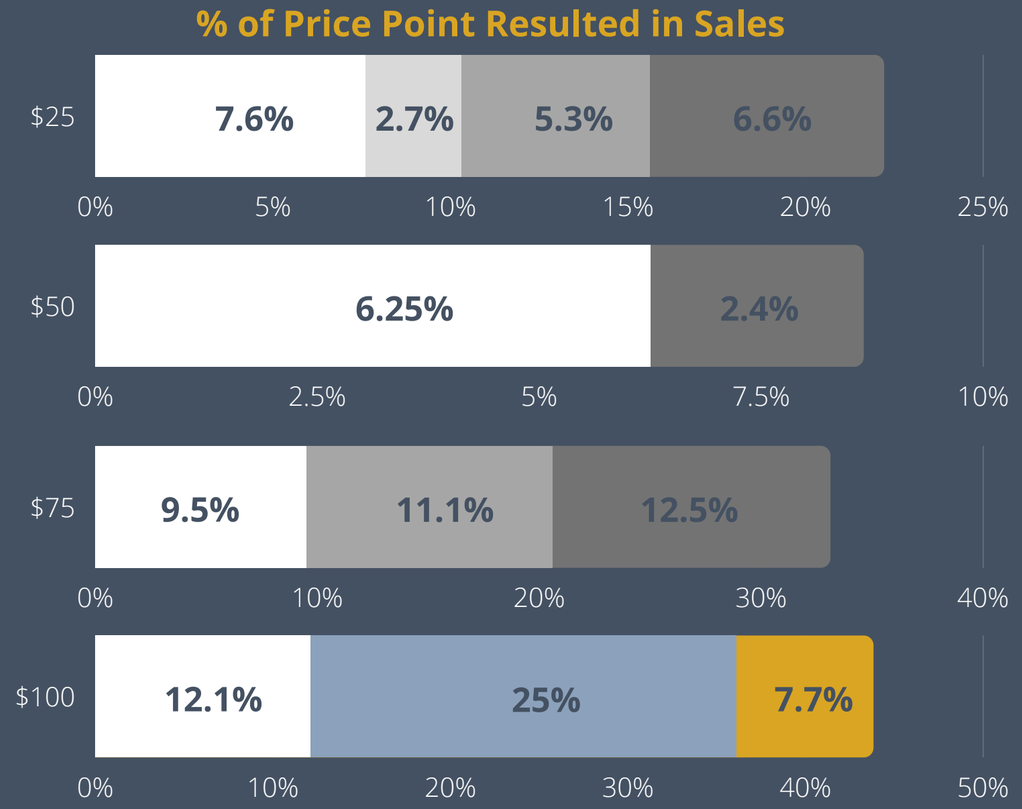
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

EXPLORE





PROVIDER A
(91 Leads)

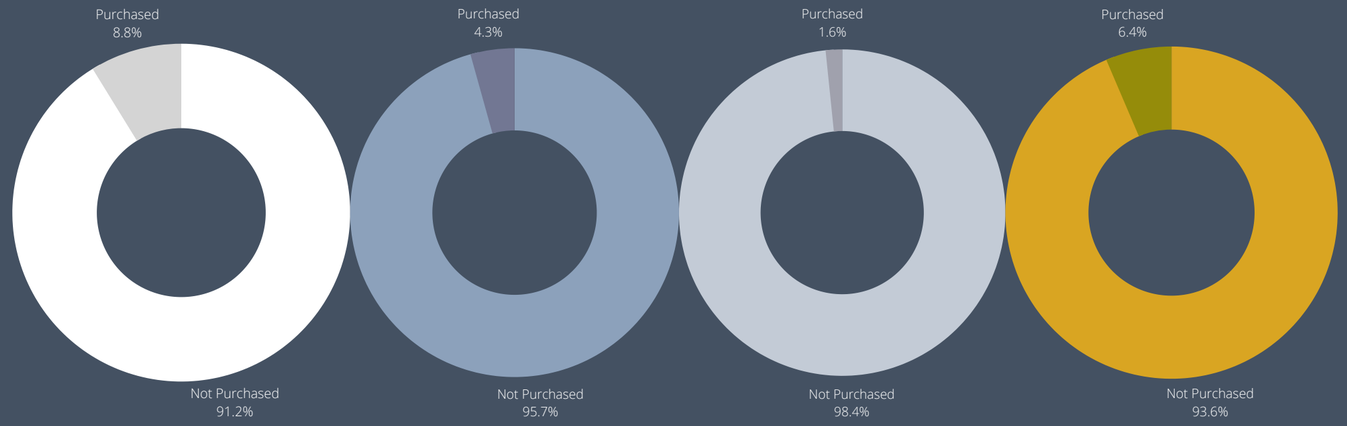
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

EXPLORE

% of Leads Purchased from Each Provider



PROVIDER A
(91 Leads)

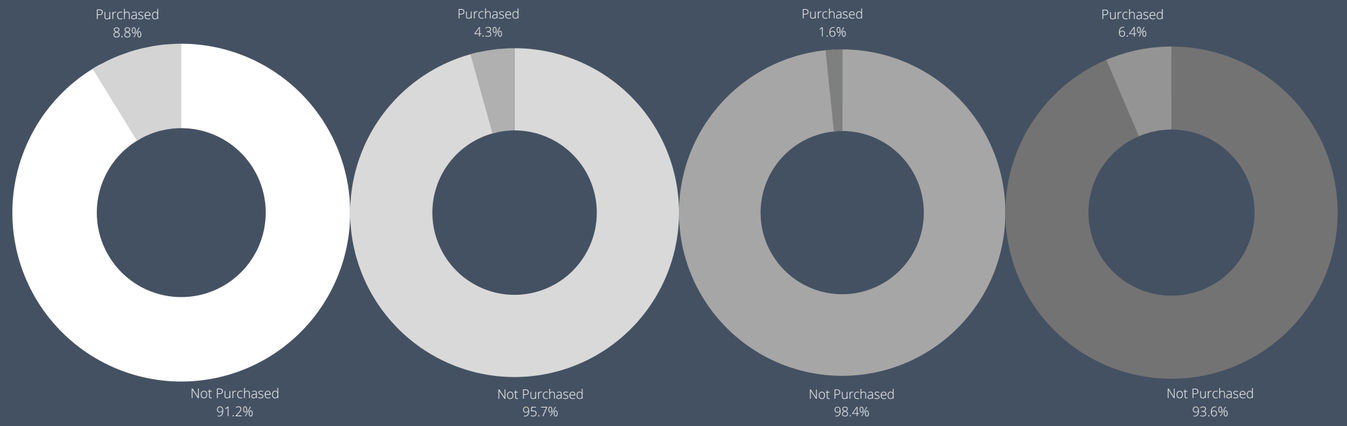
PROVIDER B
(123 Leads)

PROVIDER C
(231 Leads)

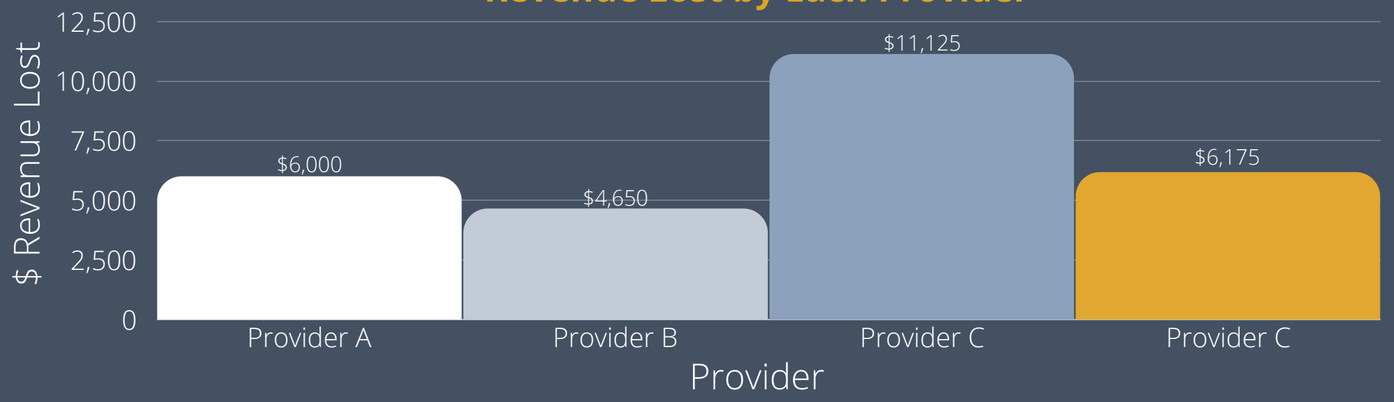
PROVIDER D
(109 Leads)

EXPLORE

% of Leads Purchased from Each Provider



Revenue Lost by Each Provider



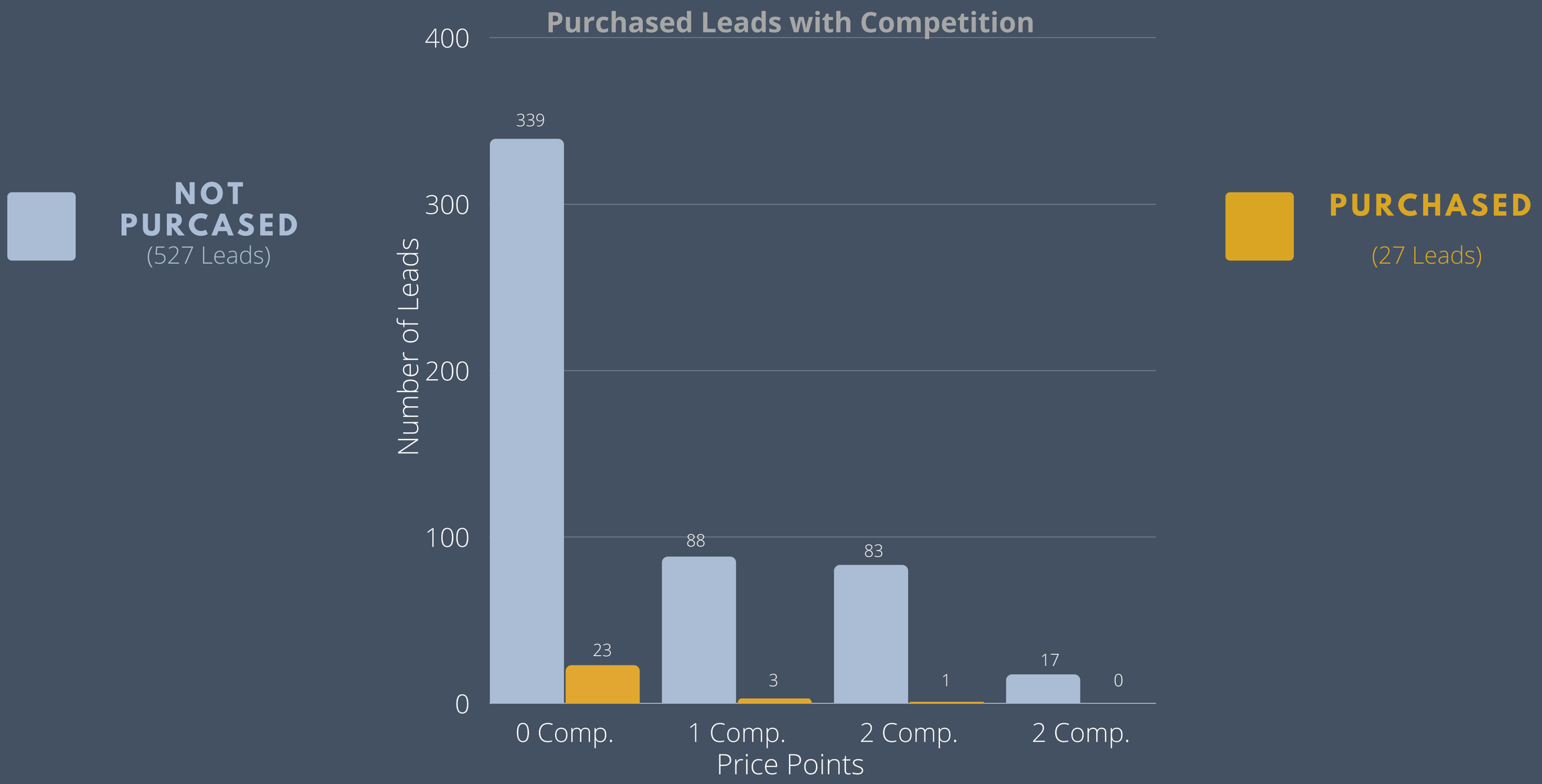
PROVIDER A
(91 Leads)

PROVIDER B
(123 Leads)

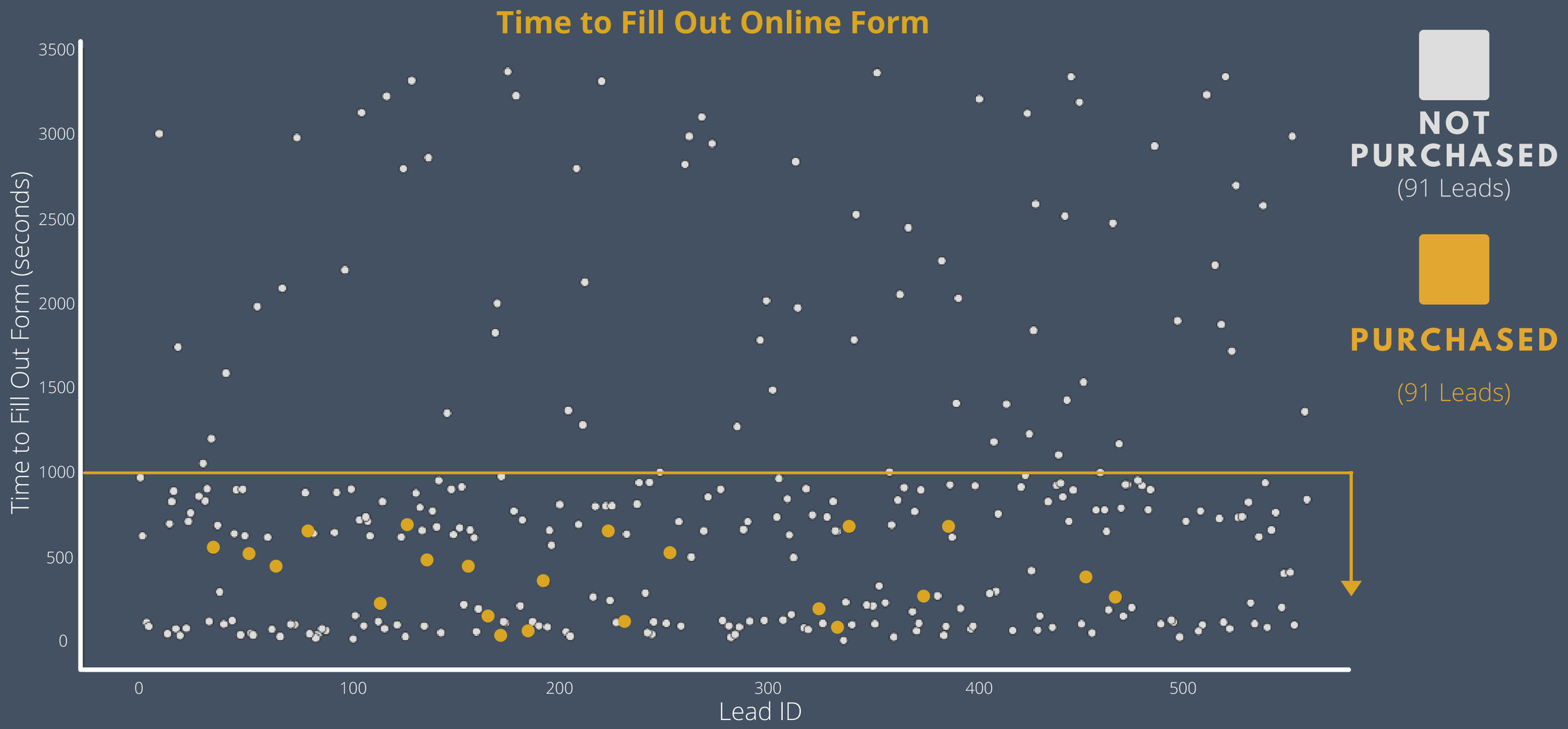
PROVIDER C
(231 Leads)

PROVIDER D
(109 Leads)

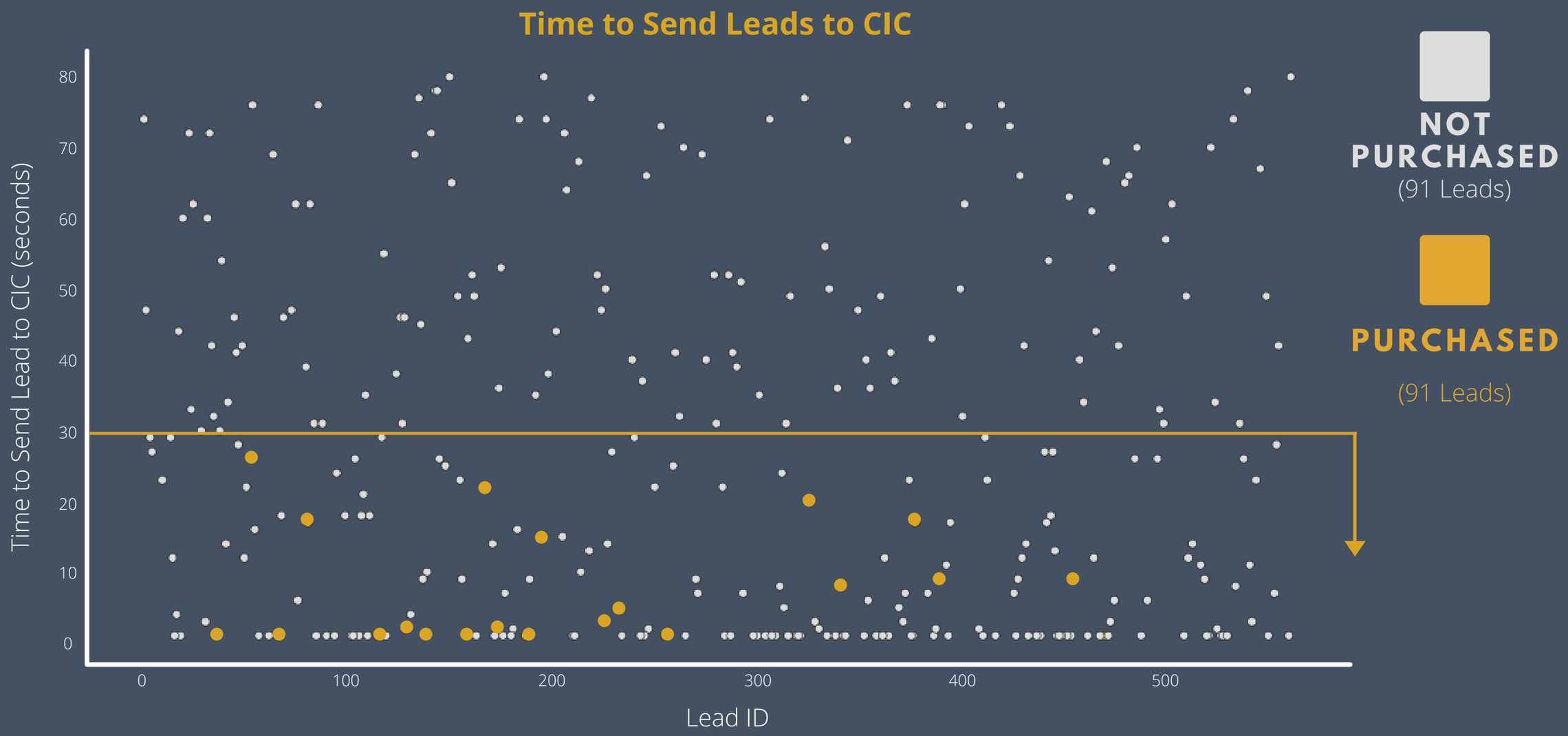
EXPLORE


Purchased Leads with Competition
NOT PURCASED
(527 Leads)
PURCHASED
(27 Leads)
Number of Leads
400
300
200
100
0
339
23
88
3
83
1
17
0
0 Comp.
1 Comp.
2 Comp.
2 Comp.
Price Points

EXPLORE


Time to Fill Out Online Form
Time to Fill Out Form (seconds)
3500
3000
2500
2000
1500
1000
500
0
0
100
200
300
400
500
Lead ID
NOT PURCHASED
(91 Leads)
PURCHASED
(91 Leads)

EXPLORE


Time to Send Leads to CIC
Time to Send Lead to CIC (seconds)
80
70
60
50
40
30
20
10
0
0
100
200
300
400
500
Lead ID
NOT PURCHASED
(91 Leads)
PURCHASED
(91 Leads)

FINDINGS

Sales

Right now only 43.87% of lead purchases convert to sales.

Lost Revenue

CIC has lost $27,950 due to unsuccessful lead purchases.

Providers

Provider C mainly sells $50 leads all resulting in 0 sales.

Provider A has the highest sale potential.

Provider B has the lowest sale poptential.

Lead Times

Leads that take more than 30 seconds to complete result in 0 sales.

Leads that take longer thank 1k seconds to send result in 0 sales.

RECOMMENDATIONS

Provider C
No longer purchasing their $50 leads.

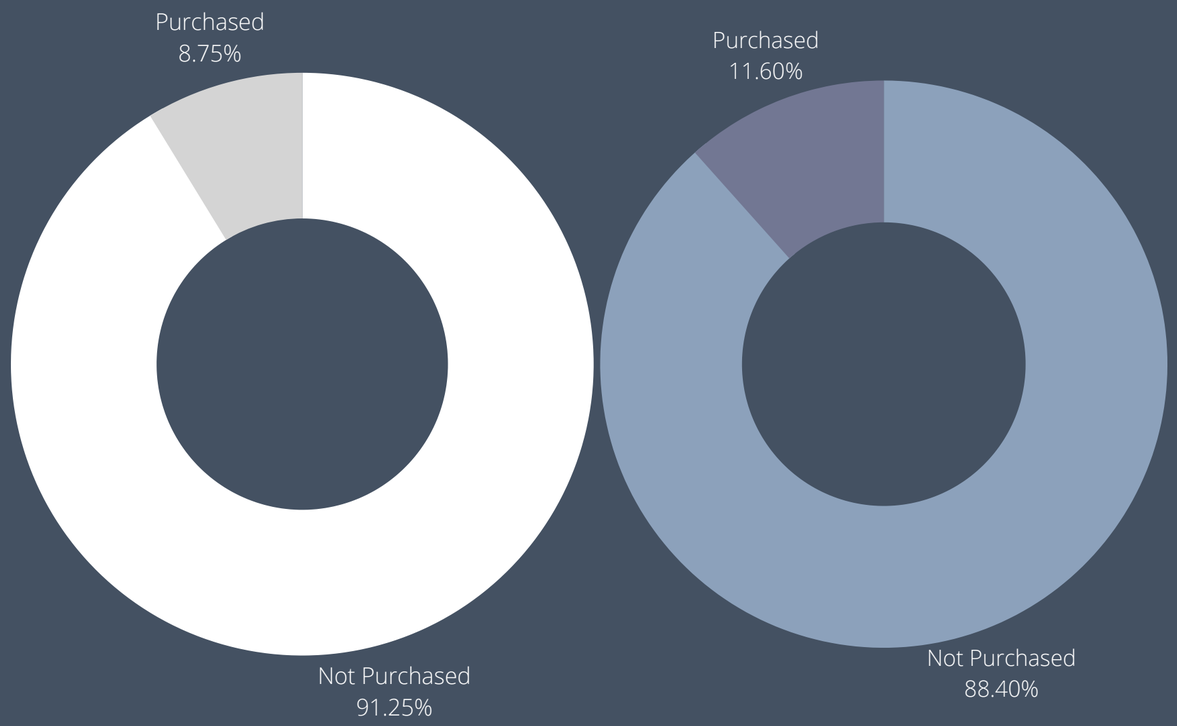
Provider B
Only purchase their $25 leads.

Online Form
Only purchase leads where less than 1000 seconds were used to complete the form.

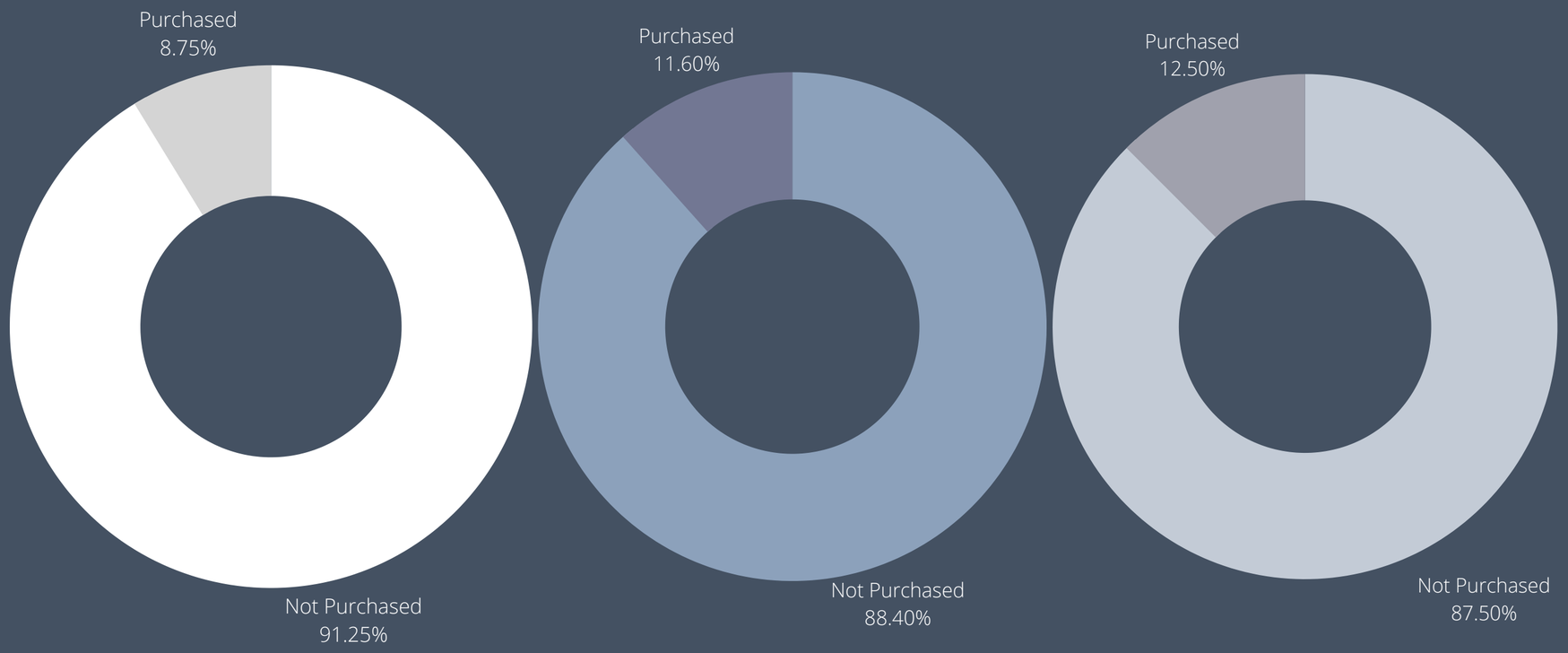
Call Prioritization
Prioritize contacting leads that were received within 30 seconds.

RECOMMENDATIONS

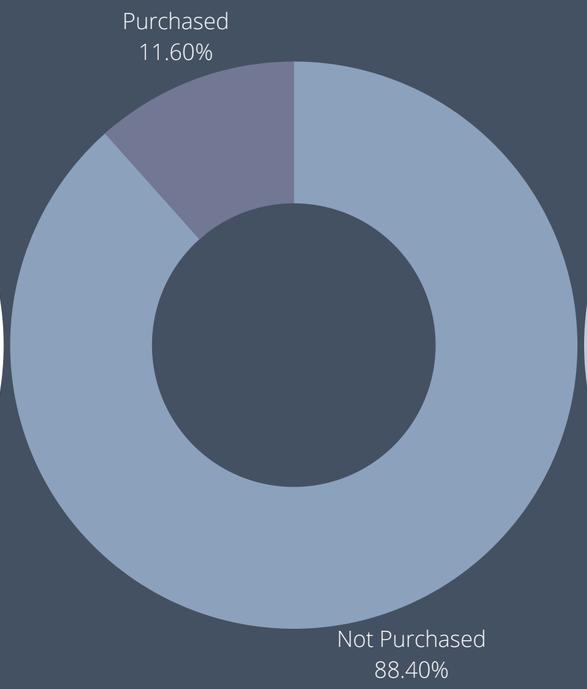
RECOMMENDATIONS

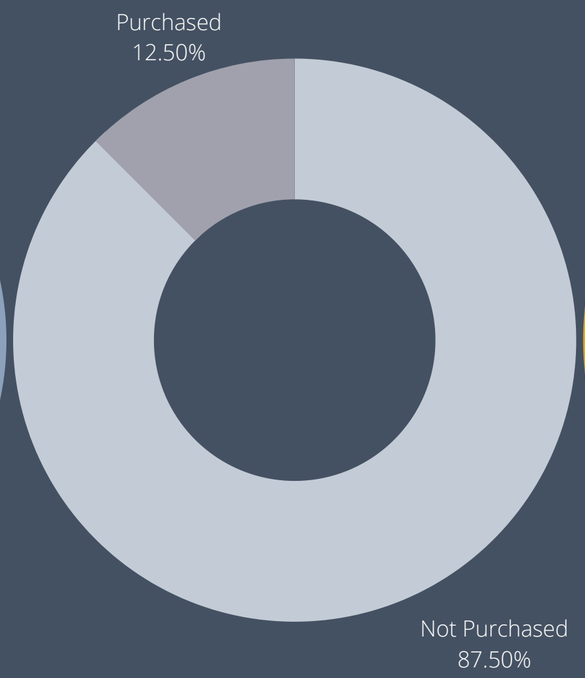


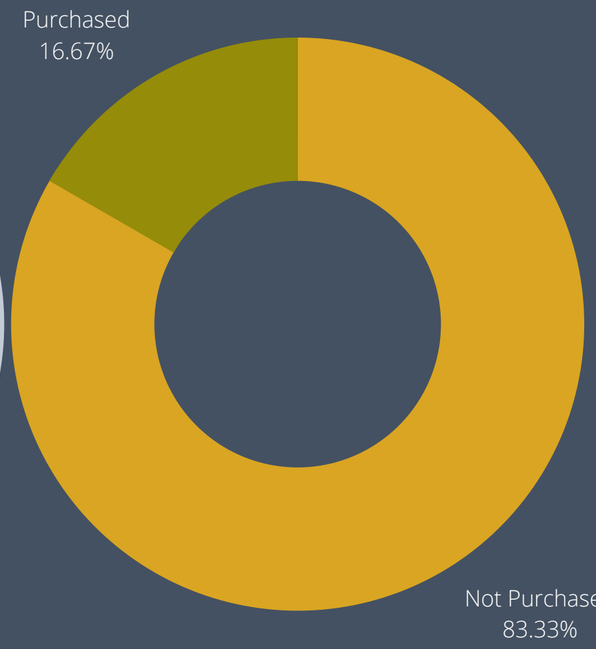
RECOMMENDATIONS



RECOMMENDATIONS







FOR MORE INFORMATION

https://github.com/CaitlynCarney/jornaya_2

Attribute	Definition
competitors	The number of other insurance companies (i.e. competitors) that were also sent the same lead
contact	A 0/1 flag indicating whether CIC was able to contact the consumer. A “1” indicates contact was made
field_count	The number of fields in the online form that the consumer was asked to fill in
lead_age	The time, in seconds, between when a consumer submitted an online form to when CIC received the lead
lead_cost	How much CIC paid for the lead
lead_duration	The number of seconds a consumer spent completing the online form
provider	The name of the company CIC purchased the lead from
purchase*	A 0/1 flag indicating whether a consumer purchased insurance from CIC. A “1” indicates a purchase was made
token	A unique valuable that serves as a record id

* Indicates the target feature.