



How Do We Increase Positive Responses to Emails? (B to B sales)

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CSPB 4502



Description

I will look into the data being uploaded into the Sailes database to discover any interesting trends that are negatively impacting positive email response. I will look into questions like -

1. What is the most common job title?
2. Do job titles vary by region or company size?
3. Do different industries have different varieties of job titles?
4. What job title(s) responds positively to emails most often? (break this out between Signals, referrals, and follow-ups)
5. Response rates between industries?
6. Does the email content or order affect responses?
7. Is there a variance in day of the week or month responses?
8. What metrics affect positive responses the most?
9. Is non normalized data affecting responses?



Prior Work

- Overall research competed by Sailes CTO - ML to Targeting: Optimizing Positive Engagement
 - This research did not look into individual industries, any potential data normalization issues, or production software issues (ex. Is the internal software that our AI/API runs on providing the intended search inputs?)
- I have noticed some variance in the data as part of my role as our Data Ops Specialist, these insights and domain knowledge will help guide my investigation.



Datasets

- Sailes /Athena data lake
 - I will access this via QuickSight
 - Main source
 - The data lake has all client and contacts data in various tables
- I will meet with my CTO and engineering team to see if there are any additional internal databases that might be useful for this investigation



Proposed Work

- Data cleaning
 - Review and clean the contacts data
 - Normalize values (the data is sources from 3+ external sources)
- Data preprocessing
 - Initial thoughts are that the number of job titles in the analysis set will need to be reduced to discover impactful trends
- Data integration
 - Will be completed in QuickSight Analysis view
- Meet with engineering team to gain any insights and knowledge of the layout of our data
- Review data mining algorithms and utilize any fits
- Discover patterns in the data and revise investigation as necessary
- Job titles and data normalization will be the initial focus of the data cleaning and subsequent knowledge discovery steps



List of Tools

- Sailes Athena Data Lake
- Amazon QuickSight
- VS Code
- Excel spreadsheets



Evaluation

- This largely depends on the trends and patterns discovered.
- I will relay any knowledge gains to my operations and engineering teams, help implement any updates/changes to our workflows, and then see if there is an increase in positive responses to emails.