



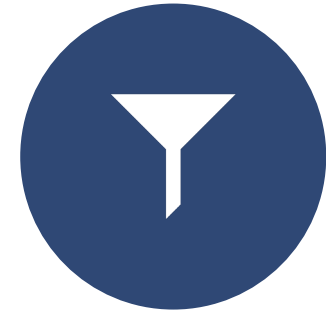
Identifying High- Converting Customer Groups

Vanessa Tang, Varun Prasad, Abdullah
AlOthman, Joseph Krinke

An Opportunity for Valassis



RETURN ON ADVERTISING
SPEND (ROAS)



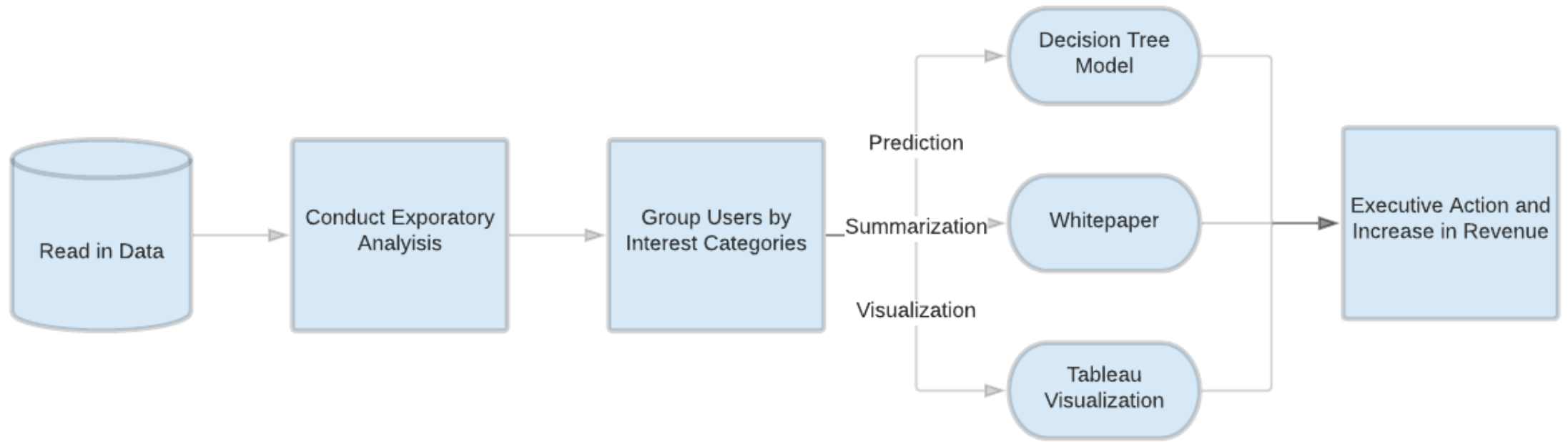
OPTIMIZE CONVERSION
RATE



IDENTIFY RELEVANT
CONSUMER GROUPS



MAXIMIZE CUSTOMERS
AND REVENUE



Data Engineering

Model and Analysis



Insights

HIGHER CONVERSION

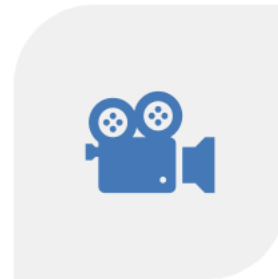


AUTO AND
VEHICLES



HEALTH

LOWER CONVERSION



ARTS AND
ENTERTAINMENT



NEWS

Appendix

