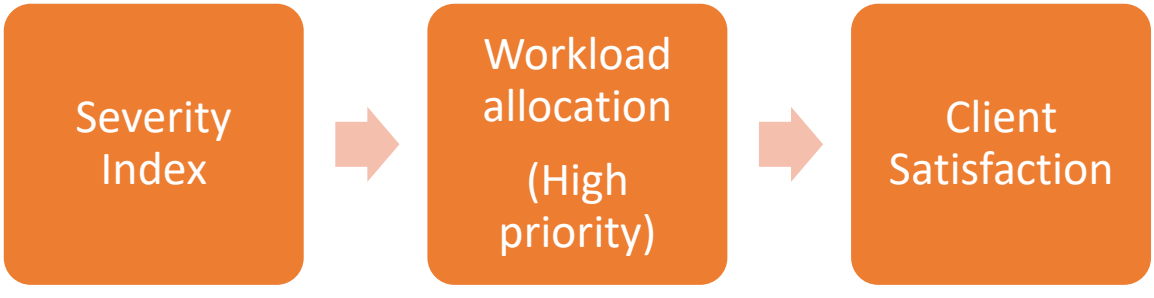
5) If we could share with you the content of each ticket (the description of what happened and the conversation between the customer and the Customer Experience agents), what could you propose to improve the experience of each customer? What could you propose to optimize the time that the agent spends in each case?

I would propose a severity index for each ticket based on the description of the issue. The range of the severity would be from 1 to 4 where 1 is de least severity level and 4 the most urgent tickets. So, agents should give high priority to tickets with level 4 and after that trey could attend the less urgent tickets

This index would allocate the workload, assigning a quantitative parameter that discriminates each ticket

If historical data were available, a supervised machine learning algorithm (SVM for example) could be built In order to give an automatic assignation of severity based on past criteria.

Giving high priority to the most urgent issues would increase client satisfaction



6) What other data would you want to join in order to get more insights to increase the customer satisfaction?

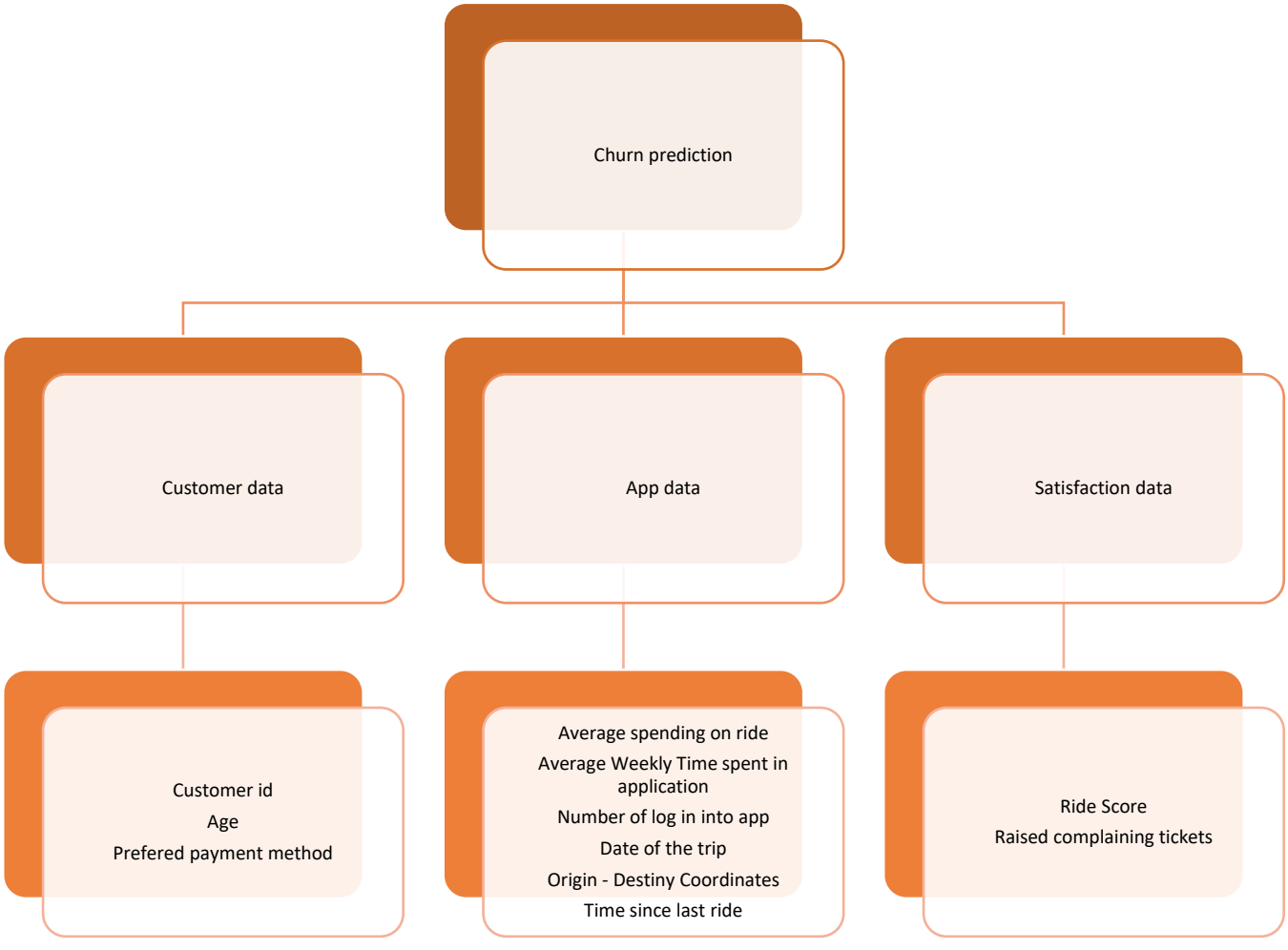
Variables:

Client score

Time resolution

Number of calls /mails / messages

7) We want to build up a model to predict "Possible Churn Users" for DiDi Rides APP (e.g. no trips in the past 4 weeks). Please list all features that you can think about and the data mining or machine learning model or other methods you may use for this case.



If data is labeled (We know in advance if clients are active or not), we could select a supervised machine learning algorithm. Given the dichotomy nature of this business problem (client will churn or not), a logistic regression or Decision Tree algorithm might be applied in order to predict if a client is active or not

Otherwise, we can select an unsupervised machine learning algorithm (DBSCAN or K-means) in order to detect which behavior is common between active clients and which in churn clients (segmentation)