

ML Project explanation

Question asked

**What percentage of users opened the email and what percentage clicked on the link within the email?**

Percentage of user Link clicked: 2.11%

Percentage of user opened mail: 10.34%

**The VP of marketing thinks that it is stupid to send emails in a random way. Based on all the information you have about the emails that were sent, can you build a model to optimize in future how to send emails to maximize the probability of users clicking on the link inside the email?**

**By how much do you think your model would improve click through rate (defined as # of users who click on the link/total users who receive the email). How would you test that?**

**Did you find any interesting pattern on how the email campaign performed for different segments of users? Explain.**

## Countrywise analysis and Suggestion

"From the above analysis arriving the below in percentage of mails"

"Country   Link clicked   Mail opened   Mail unread"

"Spain   0.8%   3.11%   96%"

"France   0.8%   3.3%   95.8%"

"UK   2.0%   9.6%   87.9%"

"US   2.7%   9.5%   88.04%"

"By seeing this percentage we need to send more mails to spain and france to get more link clicked by customer"

## Hours wise analysis and suggestion

we came to conclusion time 7 to 12 is the best time to send mails for **US** to get the most of the people visited our site"

we came to conclusion time 7 to 12 is the best time to send mails for **UK** to get the most of the people visited our site

we came to conclusion time 11 is the best time to send mails for France to get the most of the people visited our site

we came to conclusion time 8 to 12 is the best time to send mails for Spain to get the most of the people visited our site

### **Customer last purchase wise suggestion**

we need to mainly focus on our customer who purchased with us from 2 to 6 no of times.

### **Long mail and short mail wise suggestion**

we can see people like short email more than long email

### **Generic and Personalised mail wise suggestion**

we can see people like personalised email more than generic email

### **Day wise suggestion for all countries**

Tuesday, Wednesday and Thursday are the best days to send the email for targeting United Kingdom

Monday, Tuesday, Wednesday and Thursday are the best days to send the email for targeting United states

Monday, Tuesday, Wednesday are the best days to send the email for targeting Spain

Monday, Tuesday, Wednesday and Thursday are the best days to send the email for targeting France

For all the above decisions we obtained coding available in rest of the two files.

By analysing this model the best model is Random forest to make the better decision making.