MMA 831 VMCase Set 1 Questions

1. In Kiran’s meeting with Parag Chitalia what was the overarching problem they were looking to address? *Everyone*

* How to use predictive analytics model to forecast the most appropriate digital action for each customer?
* Along with identifying users who are likely to choose a particular action; VMWare can also determine an order in which digital actions should be pushed to targeted customers
* Design a propensity to respond model

1. Briefly explain the type of online and offline data available to Kiran’s team? *Everyone*

*Online*

* Detailed product and event wise data
* Search engine, marketing channels, etc.

*Offline*

* Booking history
* Features of client firm, etc.

1. How is the ***propensity to respond*** model different from the traditional ***propensity to buy*** model? **Ricky & Sally**
2. How does B2B personalized marketing differ from B2C marketing? **Janice & Paul**

In a B2B Scenario, the decision maker is not an individual unlike B2C

* + A company interested in VMWare product could be highly diverse in its structure and needs
  + Each individual at the customer organization who is part of the decision-making process might respond differently to the target assets leading to increased complexity in marketing efforts
  + Also individual could be at different stages of purchase funnel defined by Awareness – Interest – Desire - Action

1. VMW has identified more than 600 predictor variables. Do you think that techniques such as logistic regression can be applied when the number of variables is large? What variable reduction techniques can be used to make the model more efficient? **Mike & Shishir**
2. The data is also highly imbalanced; What problems do we face when classes are not adequately represented and how can these be mitigated? Are certain classification techniques better suited to handle imbalanced data than others? **Nazia & Richard**