Business Problem Statement

Tele-servicing will be troublesome when a customer doesn't answer the booked call. Customer response to the scheduled call is the game changer regardless of whether a sales representative will have the work during that assigned period. Due to the low customer response, the sales representatives left with no work during that timeframe. Predictive analytics will be utilized to tackle the business issue. Past information will be utilized to construct the classification model which will foresee the probabilities of customers who might be liable to lift the call. Prioritizing these results of customers in planning the call will keep the sales representative accomplishing the work during their shift. It will make the organization use sales representatives proficiently most extreme.

Setting inbound calling requires setup and it requires money to maintain it, rather than that arrangement the ongoing model gives the list of customers who would likely answers the call. Which prompts an increment in the typical season of sales representatives spending time with customers compared to previous records. This project deliverable will be a list of customers positioned by their likelihood of lifting the call, captured in a dashboard that updates continuously. This project is centered around forecasts. Hence, we do exclude any investigation of why Customers are not lifting the call. That analysis is out of degree for the ongoing project.

Maniteja Kurukunda(u1429026@umail.utah.edu) will be the analytics lead on this ongoing project. We are hoping to convey the project for review on January 1. We will utilize the input given by the review team and conveys the final outcome by January 31.