Project Title: Prediction Event

Company: WellPack

About the company

WellPack, leader in local acquisition by SMS & RCS The activity developed since 2001 has allowed the company WellPack to offer its clients its 20 years of experience in digital marketing by specializing in data collection and monetization.

WellPack has a team of experts in multiple fields who work daily to develop effective strategies for acquiring new prospects for its clients.

RCS = Rich Communication Services. It is the "successor" to SMS/MMS, supported by Google and telecom operators, sometimes called "enriched SMS".
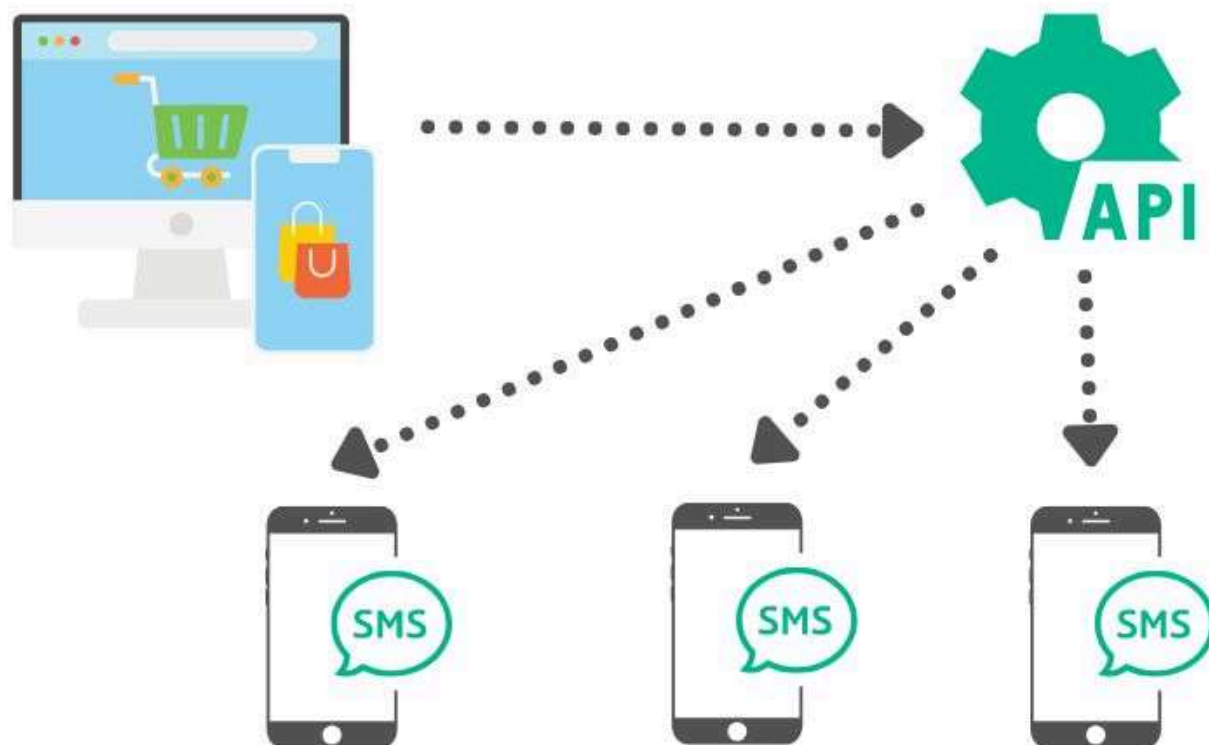
🔗 Useful links:
 - Wellpack (https://wellpack.fr/)

Project Description:

Problem / Context:

We have built a tool that analyzes all of our past campaigns to deduce the best times and best messages for a future campaign based on certain inputs. We want to add information about local or national events based on the proposed dates.

Project Objectives:

By adding a geographic area input, the tool would initially be able to indicate whether events are taking place on the different shooting days proposed by the model. Secondly, it would require an intelligent analysis of the message and the sector to advise the best schedule, taking into account this event if it could have an impact.
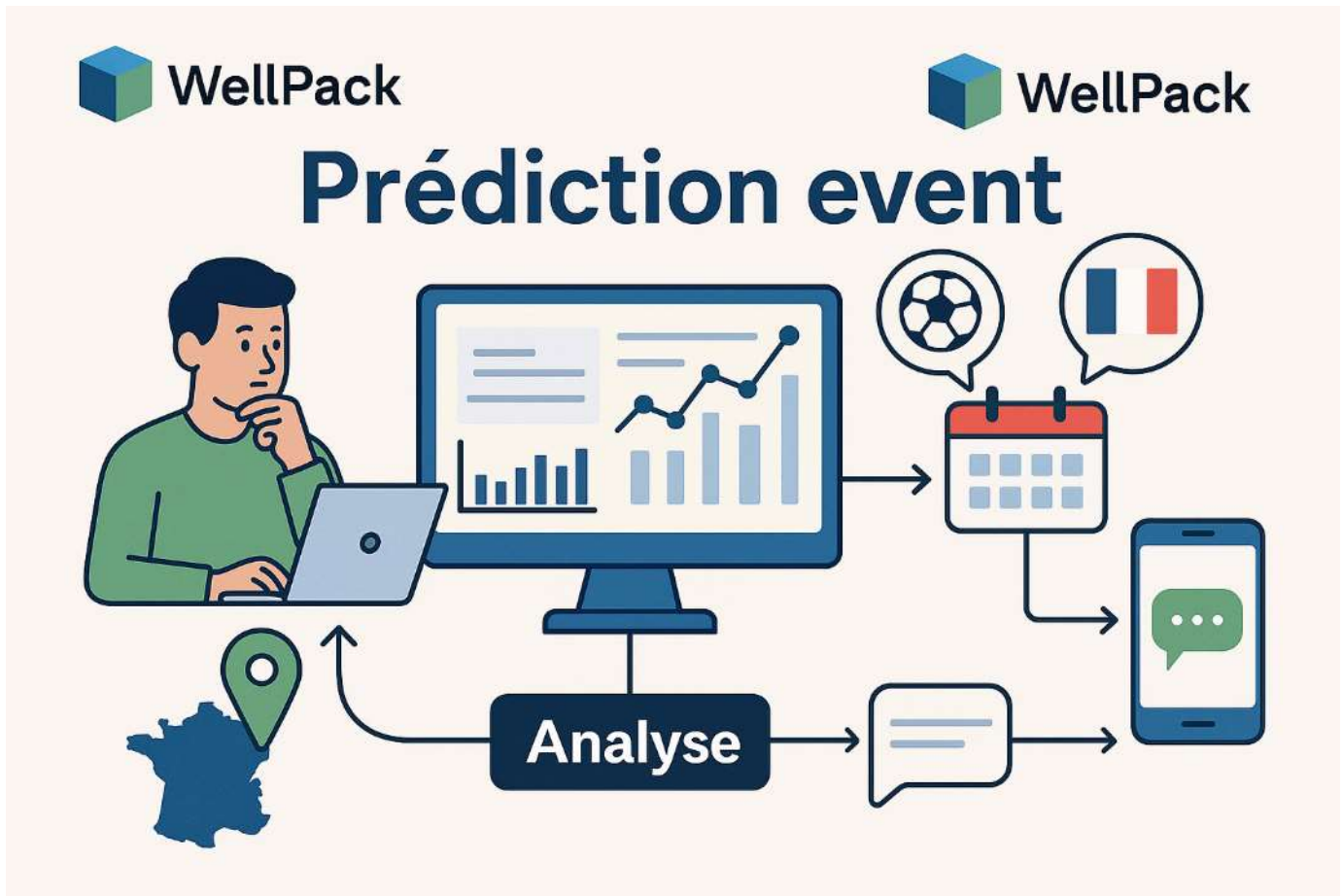
For example, an important match (Champions League final, Crunch during the 6 Nations), can positively impact a fast food campaign, but negatively a campaign for high-stakes sectors such as real estate. The SMS received 2 hours before the match risks being forgotten and it would be more useful to send it the next day.

Available data:

The data table of more than 30k lines of the current tool. For events, the team will be free to choose the monitoring tool they want or to build it.

Specific constraints or requirements:

The data table and the tool are already created, so it will be necessary to graft it onto this tool.

Expected skills:

Data processing, python, API calls.

Expected deliverables:

Technical documentation, code integrated or integrable into the tool.

Company website:

Wellapck (https://wellpack.fr/)

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