

BUSINESS PROBLEM STATEMENT

AdviseInvest is experiencing significant revenue loss due to approximately 50% of its customers not answering scheduled calls. This problem is exacerbated by staffing issues, as sales representatives are left idle during scheduled call times, resulting in wasted resources and decreased profitability.

As part of our analytics initiative, we intend to utilize customer data to perform predictive analytics. Our goal is to predict which customers are more likely to answer scheduled calls, categorizing their response as binary: '1' for attended calls and '0' for missed calls.

The primary objective of this proposal is to mitigate future revenue loss attributable to staffing inefficiencies. By identifying customers more likely to answer scheduled calls, we aim to enable sales representatives to engage with customers effectively, thereby increasing company revenue.

The success of this project will be determined by an increase in customer call attendance and continuous work engagement of sales representatives during allocated time slots, ultimately reducing losses compared to the trends observed over the past six months.

Our project scope involves analyzing customer behavior to predict call attendance, thus assisting the company in acquiring and retaining customers more effectively.

As a Data Analyst, I am spearheading this project. Leveraging my expertise and collaborating with colleagues, I will provide an actionable solution. We anticipate having preliminary results ready for review by end of the month (XX/XX/XXXX) utilizing the company's data. Following reviews and any necessary adjustments, the project will be completed and delivered to the Director of Sales at AdviseInvest within the stipulated timeframe (XX/XX/XXXX).

We believe that the implementation of this predictive analytics solution will significantly contribute to AdviseInvest's success by increasing revenue and optimizing resource allocation.