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#### Insight 1:

First when we are creating the base model we can see that the P value is 0.052, which is significant enough to let us analyze the data. After analyzing the outliers and looking for the changes of trends and implementing different models here what we see:

Taking off the variables we think is not necessary and building the full model it shows that our P value is higher than needed to be able to analyze the data 0.695. This means we need carefully choose our x variables that we need for right insights.

#### Insight 2

As the data shows 389 out of 1946 which is 1/5 of the emails goes junk and does not reach out to the customers. This is a cost loose and the money spent on marketing goes on vain.

When creating a correlation, the average viewed videos seemed to have highest correlation with revenue. This can be understood that videos are highly engaging and people spent their time watching them. Maybe augmenting the number of videos will bring more revenue.

### **Actionable recommendation**

I have been using 4 modeling techniques for this data OLS, Ridge, Lasso and GDT.

First of all, they need to work on the emails section. Cause a big part of the emails goes to junk preventing them to be seen and their customers to make action. They can do it by choosing right key words, subjects line which will not take them to junk.

According our analyzed data, we see that most of the action taken by the company does not influence the revenue. They have features that maybe are good for the customers but it gives them only expenses. I would recommend them to concentrate on creating interactive content such as videos, photos and cooking lessons for customers which attract them and make them pay or purchase.

They also need to think of their selling strategy: if they are offering packages how valuable is for them one-time purchase? Maybe by taking it off and only leaving meal plans will make the consumer get it and boost their revenue.

final model's highest R-Square value: 0.996