



Machine Learning DAT5303

Attn: Professor Chase Kusterer

A2: Written Assessment (Individual) - Classification Modeling Case Study

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Insight 1

The cross-selling strategy has introduced a new customer type; *Halfway-There* only subscribers. They account for nearly 25% of existing customers. All customers prefer to register with their mobile phones.

					HWT_SUBSCRIBER	
fe_WP_INACTIVE_SUB	fe_WP_BASIC_SUB	fe_WP_PREMIUM_SUB	fe_ONLY_HWT_CUSTOMER	MOBILE_REGISTRATION		
0	0	1	0	0	0	20
					1	132
	1	0	0	0	0	32
					1	248
1	0	0	0	0	0	45
					1	519
				1	0	34
					1	291

Insight 2

HWT only subscribers see value in the product as their spend is nearly a third of existing other customers.

	MOBILE_LOGINS_CNT	PC_LOGINS_CNT	HWT_SUBSCRIBER	REVENUE
fe_ONLY_HWT_CUSTOMER				
0	2180	8139	1478	3084106.75
1	693	2595	468	1016684.75

Key Recommendation

To drive cross-selling effectiveness, develop lists of recipes that can be paired with the wines you sell and optimize them for viewing on PC and Mobile.