

Solution Candidates Report

(Submitted by: Sanyam Goel)

Problem Statement:

Thousands of potential customers visit our website every day for a free horoscope report, some of which actually result in a conversion.

Due to limited human resources, we are unable to reach out to each one of those thousands of potential customers each day. In addition to being infeasible for us, it is probably not necessary either.

To help filter the long list into something manageable by the sales team, we came up with a baseline model that prioritizes the customers we reach out to each day. The baseline model was built in a hurry without any serious data analysis and it is just a static formula taking as input certain values generated from browsing sessions.

Over the years, we have found that a majority of the potential customers we reach out to do not result in an immediate conversion.

We want to use data and technology to maximize conversions from our contacts each day.

Solution Approach:

I could not come up with any exact solution to this problem as it is a real world problem and many solutions can be applied to it. Some of the ways to proceed which I could come up with are :-

- One way to approach the problem can be to look at characteristics of each customer like Age, Gender, Query, etc and classify the customers accordingly. There can be different clusters formed for the data for which Clustering algorithm can be applied for predictions.
- Another way can be to label each customer based on their queries in the form of two labels and then apply some Machine Learning model to the insights from data for predicting the Probabilities of Conversion rate of customers.