

Solution to Customer Prioritisation for Marketing

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This problem being a real life problem that many companies face with actual datasets can be approached in many ways. I could come up with some of them.

I am not sure about the exact approach, but it should be somewhere in the same line.

1. Using Sentimental Analysis:
We can focus on the differentiation between more robust deep learning models and classic machine learning ones.
2. Patterns and AI: We already have the data and patterns, gradually this model should improve as we have more customers and new data. We can further prioritise the leads based on past performance of product, Demographics, Psychographics, Other influential factors like channel, type of customer, buying journey, customer wallet share. Thus we will know the potential buyers/target audience and approach them accordingly.
3. Logistic Regression: It is also a supervised algorithm that is used to predict the probability of target variable in our case the customers.
4. Random Forest in Machine Learning- decision tree algorithms using supervised machine learning

References:

<https://www.anbclicks.com/blog/implementing-lead-scoring-predictive-marketing-analytics/>

<https://periodicos.ufmg.br/index.php/jidm/article/view/407/9805>