

BUSINESS REPORT

Type of Consultation:

The majority of consultations were booked consultations, followed by consultations that were not booked.

The booked consultations had a higher success rate compared to the other types of consultations.

Location of the Client:

The majority of clients were based in India, with a smaller percentage based outside of India.

The consultations with clients based in India had a higher success rate compared to consultations with clients based outside of India.

Best Time to Contact Clients:

The best time to contact clients is between 10:00 AM and 12:00 PM, and between 2:00 PM and 4:00 PM. During these hours, the chances of picking up the call are the highest.

The consultations that were booked had a higher success rate when they were scheduled during the best hours identified in the analysis.

Client most likely to buy the membership:

The judgement was made on 3 parameters: Funnel, Medical condition and Location of the client. There were total 11 groups made by selecting these 3.

The majority of clienteles turned out to be of Group that had clients who were Indians having a medical condition and at the bottom of the funnel.

Machine Learning Algorithm:

A machine learning algorithm was applied to the dataset to predict the outcome of a healthcare consultation based on various factors, such as the time of day, the type of consultation, and the location of the client, etc. The algorithm had an accuracy of 99%, which is a good indicator of its effectiveness.

Some Insights to help the business:

Healthcare professionals should be available during the peak hours identified in the analysis to ensure that they can attend to the maximum number of consultations.

The scheduling of consultations can be optimized based on the hourly distribution of consultations to ensure that healthcare professionals are available during the peak hours. This can be done by identifying which clients belong to target class D, instead of talking to them the professionals should switch to new users.

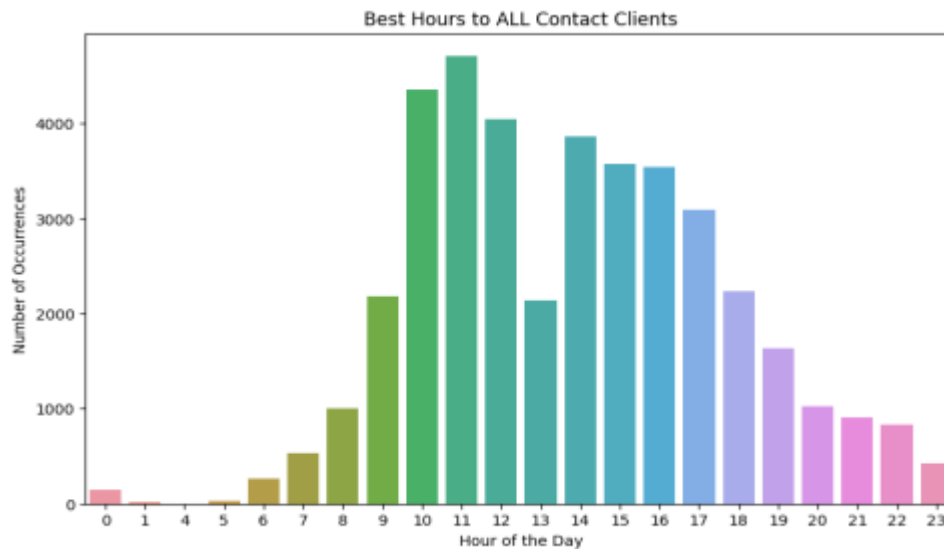
The company should think about investing more in BOT than FT.

People having a medical condition tend to talk longer than those not having a medical condition, so that can be an area which could be looked into more.

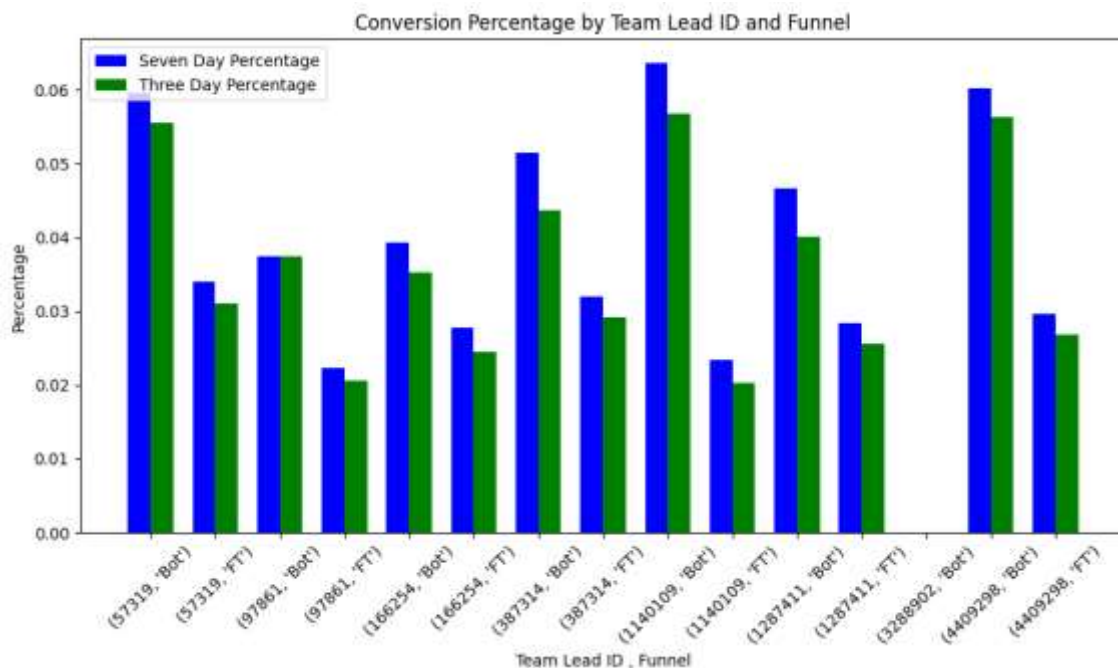
SOME IMPORTANT VISUALIZATIONS:

1. Best hours to contact clients:

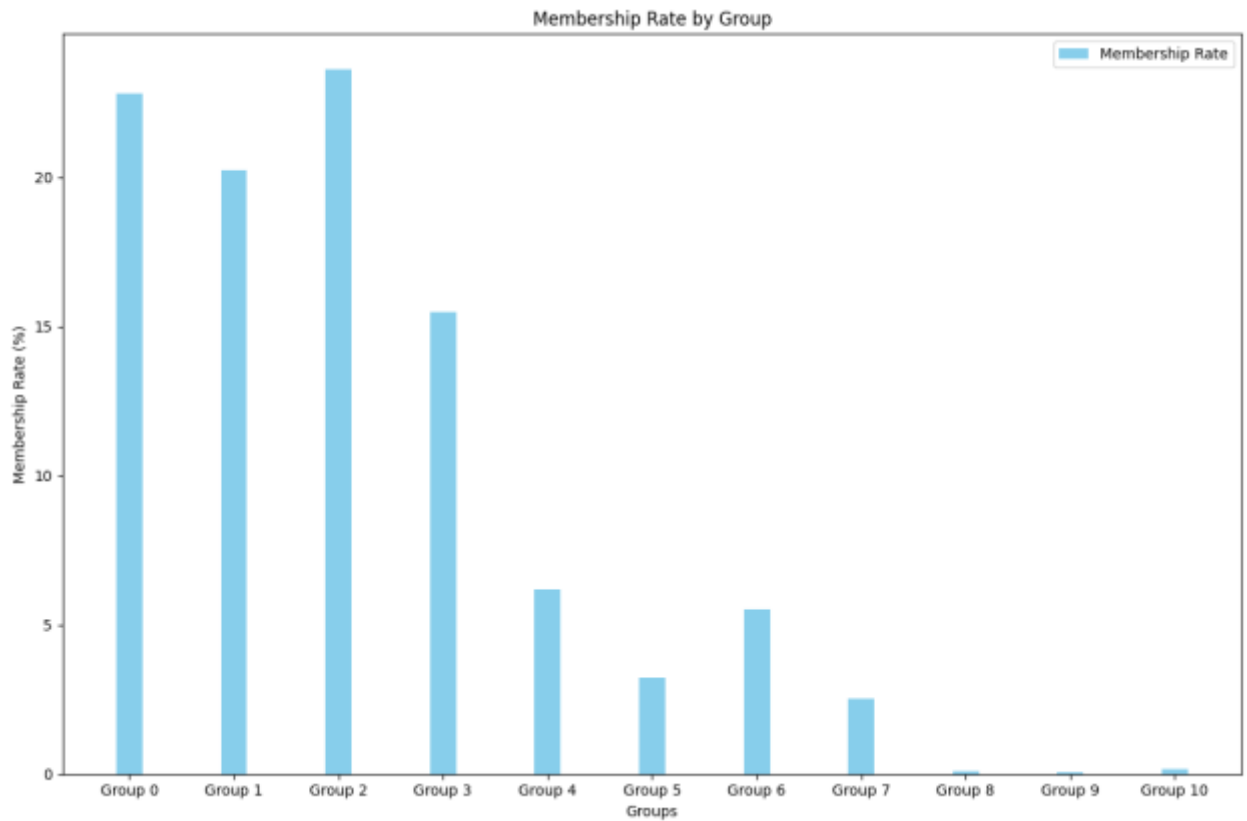
I have also plotted best hours to contact Indian clients and NRI clients separately.



2. Conversion rate of 3-day and 7-day conversion of different lead types split by funnels.



3. Clienteles likely to buy the membership:



The groups are:

Group 0: India - No - Bot

Group 1: India - No - FT

Group 2: India - Yes - Bot

Group 3: India - Yes - FT

Group 4: NRI - No - Bot

Group 5: NRI - No - FT

Group 6: NRI - Yes - Bot

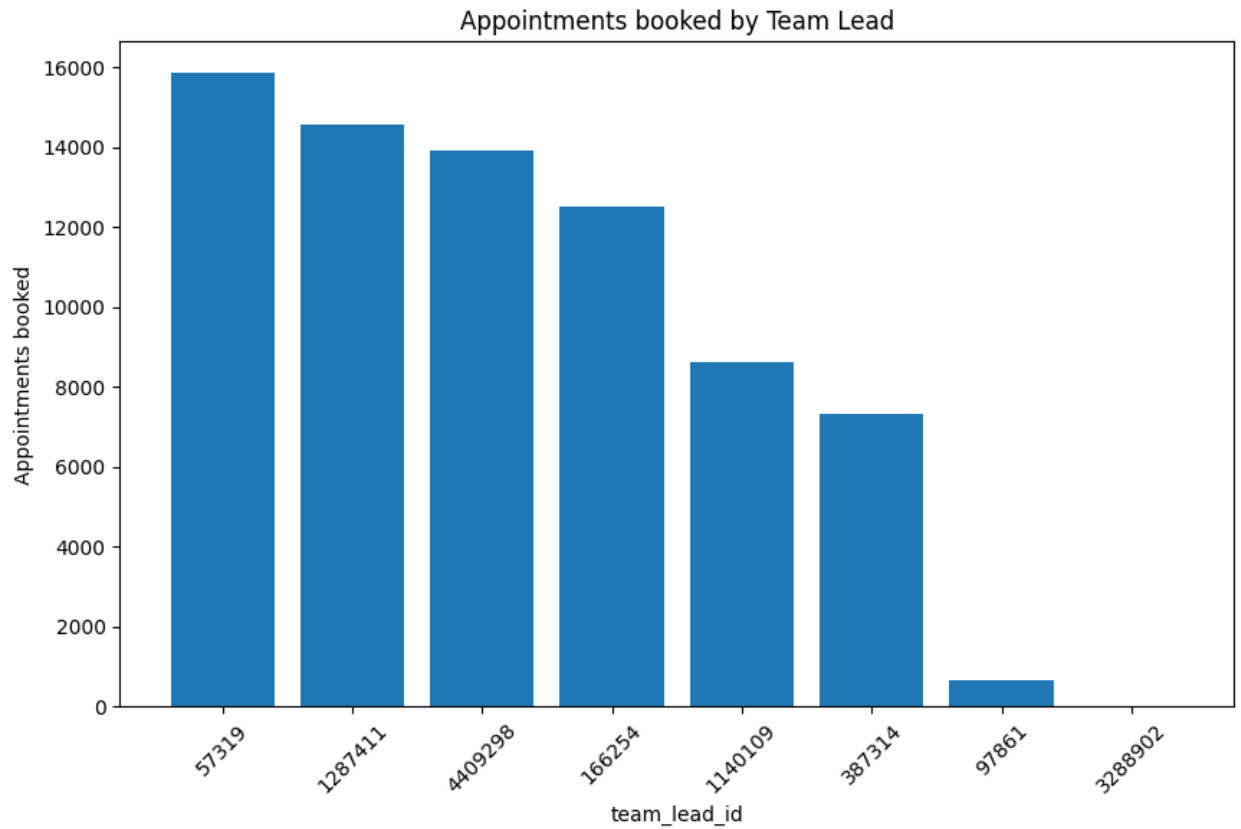
Group 7: NRI - Yes - FT

Group 8: Other - No - Bot

Group 9: Other - No - FT

Group 10: Other - Yes – Bot

4. Number of appointments booked by team lead



5. Relation between conversions and call durations

