
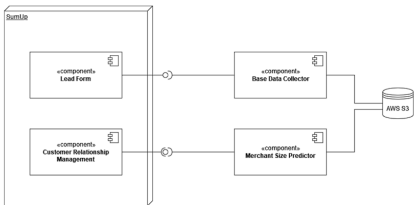
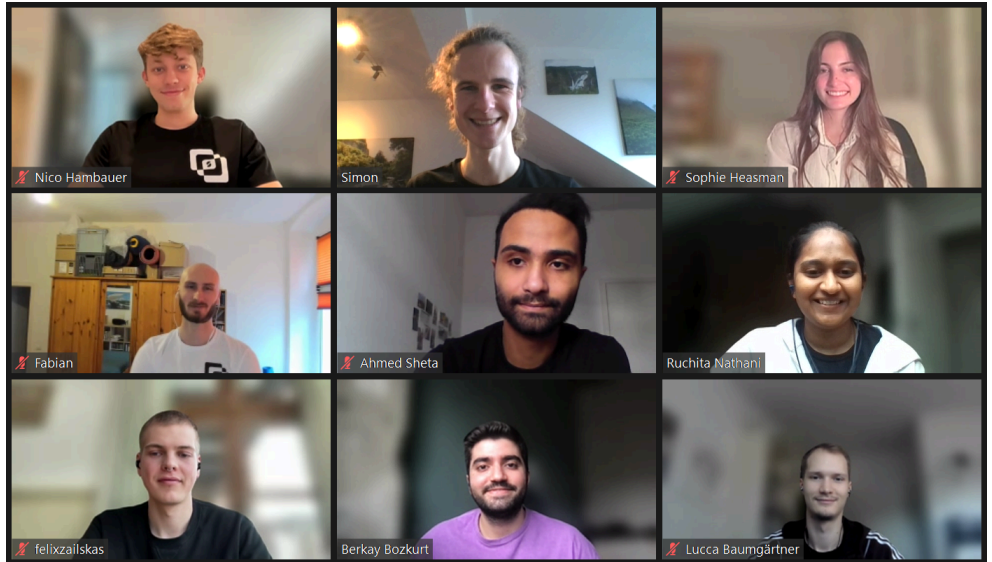


AMOS WS2023&24 Project P6 SumUp

Project name	SumInsights																																																																													
Project mission	The mission of this project is to enrich historical data about customers and recent data about leads (with information from external sources) and to leverage the enriched data in machine learning, so that the estimated life-time value of leads can be predicted.																																																																													
Industry partner	SumUp																																																																													
Team logo																																																																														
Project summary	<p>SumUp receives many inquiries from potential customers, known as leads. To simplify the process, leads only need to provide their email and telephone number. SumUp wants us to collect more data on the leads and prioritize the most suitable ones that fit the Point of Sales solution.</p> <p>To achieve this, we created 1) a pipeline to collect lead data based only on basic contact information, and 2) a machine learning framework with multiple available models to classify merchant size. As a result, we were able to enrich 75% of the lead entries and achieve an F1 score of 64%.</p> <p>Two working student positions resulted from the strong collaboration of AMOS and our Industry Partner. This will ensure that the concluding efforts of integrating our project with the infrastructure at SumUp are handled appropriately.</p>																																																																													
Project illustration	<div></div> <div><pre> warnings.warn(4038-02-02 14:01:53,008 INFO preprocessing.py:170 Class labels MerchantSizeByCSV does not ex 4038-02-02 14:01:53,008 INFO preprocessing.py:251 Preprocessing complete! 4038-02-02 14:01:53,008 INFO preprocessing.py:260 Preprocessed dataframe of shape (16, 71) i 4038-02-02 14:01:53,008 INFO preprocessing.py:260 Preprocessed dataframe of shape (16, 71) i Provide model file name in amos-models/models 53 Bucket Input example: lightype_epochs(1),file(6375),numclasses(5),model.pkl lightype_epochs(1),file(6375),numclasses(5),model.pkl 4038-02-02 14:02:13,008 INFO demo.py:781 Loaded the model successfully! [LightGBM] [Warning] feature_fraction is set as 0.9, colsample_bytree=0 will be ignored. Current value: feature_fraction=0.9 4038-02-02 14:02:13,008 INFO demo.py:206 Saved the predicted Merchant Size of the leads at /mnt/c:/Users/Tims/Code/FAU/sales-lead-qualifier/src/data/demo_leads_predicted_size.csv Choose demo: (0) Base Data Collector (1) Data preprocessing (2) ML model training (3) Merchant Size Predictor (4) Exit</pre><table><thead><tr><th></th><th>Last Name</th><th>First Name</th><th>Company / Account</th><th>Phone</th><th>Email</th><th>PredictedMerchantSize</th></tr></thead><tbody><tr><td>0</td><td>Wanke</td><td>Thorsten</td><td>Restaurant Esszimmer</td><td>493628215381</td><td>kontakt@esszimmer-berlin.de</td><td>S</td></tr><tr><td>1</td><td>Zehender</td><td>Josef</td><td>Weinbau & Gasthaus Zehender</td><td>4995221831</td><td>privat@gmail.com</td><td>XS</td></tr><tr><td>2</td><td>van Toor</td><td>Jan-willem</td><td>VASCOBELO</td><td>31858886351</td><td>vbar.denhaag@vascobe.com</td><td>XS</td></tr><tr><td>3</td><td>Mathieu</td><td>Emile</td><td>L'Artemise</td><td>33389299735</td><td>contact@lartetise-colmar.fr</td><td>S</td></tr><tr><td>4</td><td>Uhe</td><td>Erika</td><td>Centimeter</td><td>4314780688</td><td>info@centimeter.at</td><td>XS</td></tr><tr><td>5</td><td>Habbir</td><td>Malik</td><td>Pizza Burger Paradies</td><td>4939159045708</td><td>info@pizzaburger-paradies.de</td><td>XS</td></tr><tr><td>6</td><td>Ojampour</td><td>Petra</td><td>menagerie</td><td>49311123382</td><td>info@menagerie-hannover.de</td><td>S</td></tr><tr><td>7</td><td>Thomas</td><td>Wagner</td><td>HEILWALD-APOTHEKE</td><td>499131125668</td><td>apo@heilwald-apotheke.de</td><td>XS</td></tr><tr><td>8</td><td>Bosch-Weidinger</td><td>Iris</td><td>Lerleback</td><td>499131262176</td><td>post@lerleback.de</td><td>XS</td></tr><tr><td>9</td><td>Laaser</td><td>Matthias</td><td>Bar 11</td><td>491514507898</td><td>info@bar11.de</td><td>XS</td></tr></tbody></table></div>		Last Name	First Name	Company / Account	Phone	Email	PredictedMerchantSize	0	Wanke	Thorsten	Restaurant Esszimmer	493628215381	kontakt@esszimmer-berlin.de	S	1	Zehender	Josef	Weinbau & Gasthaus Zehender	4995221831	privat@gmail.com	XS	2	van Toor	Jan-willem	VASCOBELO	31858886351	vbar.denhaag@vascobe.com	XS	3	Mathieu	Emile	L'Artemise	33389299735	contact@lartetise-colmar.fr	S	4	Uhe	Erika	Centimeter	4314780688	info@centimeter.at	XS	5	Habbir	Malik	Pizza Burger Paradies	4939159045708	info@pizzaburger-paradies.de	XS	6	Ojampour	Petra	menagerie	49311123382	info@menagerie-hannover.de	S	7	Thomas	Wagner	HEILWALD-APOTHEKE	499131125668	apo@heilwald-apotheke.de	XS	8	Bosch-Weidinger	Iris	Lerleback	499131262176	post@lerleback.de	XS	9	Laaser	Matthias	Bar 11	491514507898	info@bar11.de	XS
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Team photo(s)



(entire team during sprint 13)



(team missing two people at SumUp 12.2.24 with IP Andi Zink)

Project repository

<https://github.com/amosproj/amos2023ws06-sales-lead-qualifier>

Additional information

Please feel free to contact and reach out to us regarding the project outcome, potential follow up ideas and questions regarding the project.