AMOS WS2023&24 Project P6 SumUp

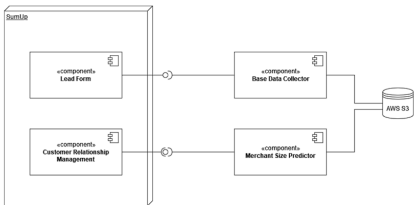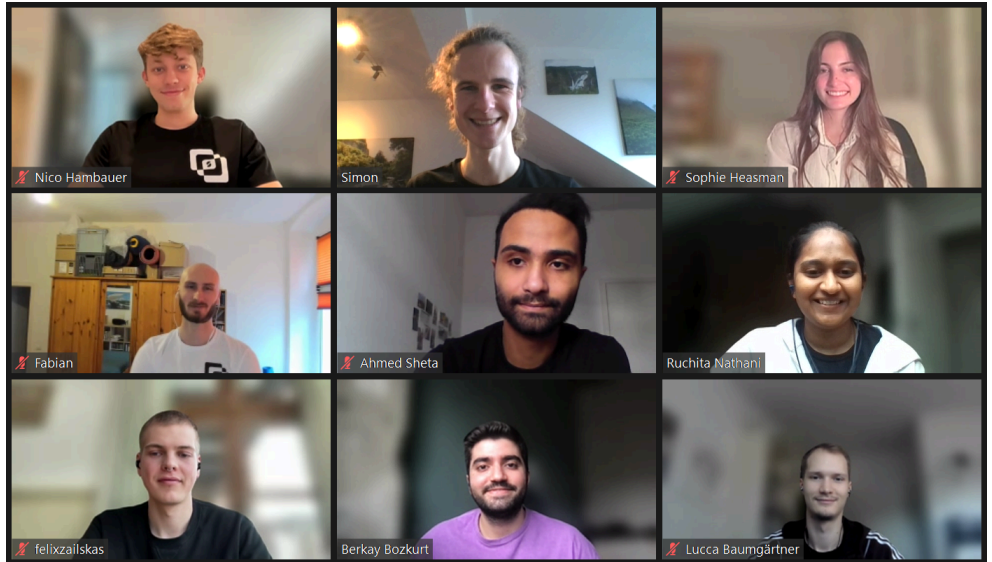|	
Project name	SumInsights
Project mission	The mission of this project is to enrich historical data about customers and recent data about leads (with information from external sources) and to leverage the enriched data in machine learning, so that the estimated life-time value of leads can be predicted.
Industry partner	SumUp
Team logo	
Project summary	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. 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%. 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.
Project illustration	

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.