

New Gadget Campaign

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Problem

- New campaign in the company that aims to sell a new gadget.
- A pilot campaign involving 2240 customers was carried out, achieving 15% success.

Success	Total Cost	Revenue	Profit
15%	\$ 6,720.00	\$ 3,674.00	\$ (3,046.00)

Methodology

- Segment customers into 4 groups based on more than 17 variables: age, enrollment time, income, amount spent on products and more.
- Tested 2 classification models:

Metric	Logistic Regression	Random Forest
Accuracy	79.79%	74.74%
Recall	77.35%	65.57%
AUC	0.85	0.83

Results



Marketing department should focus on customers with:

✓ High enrollment

✓ Low recency

✓ High Income

✓ Approval for campaign #3

