# 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.
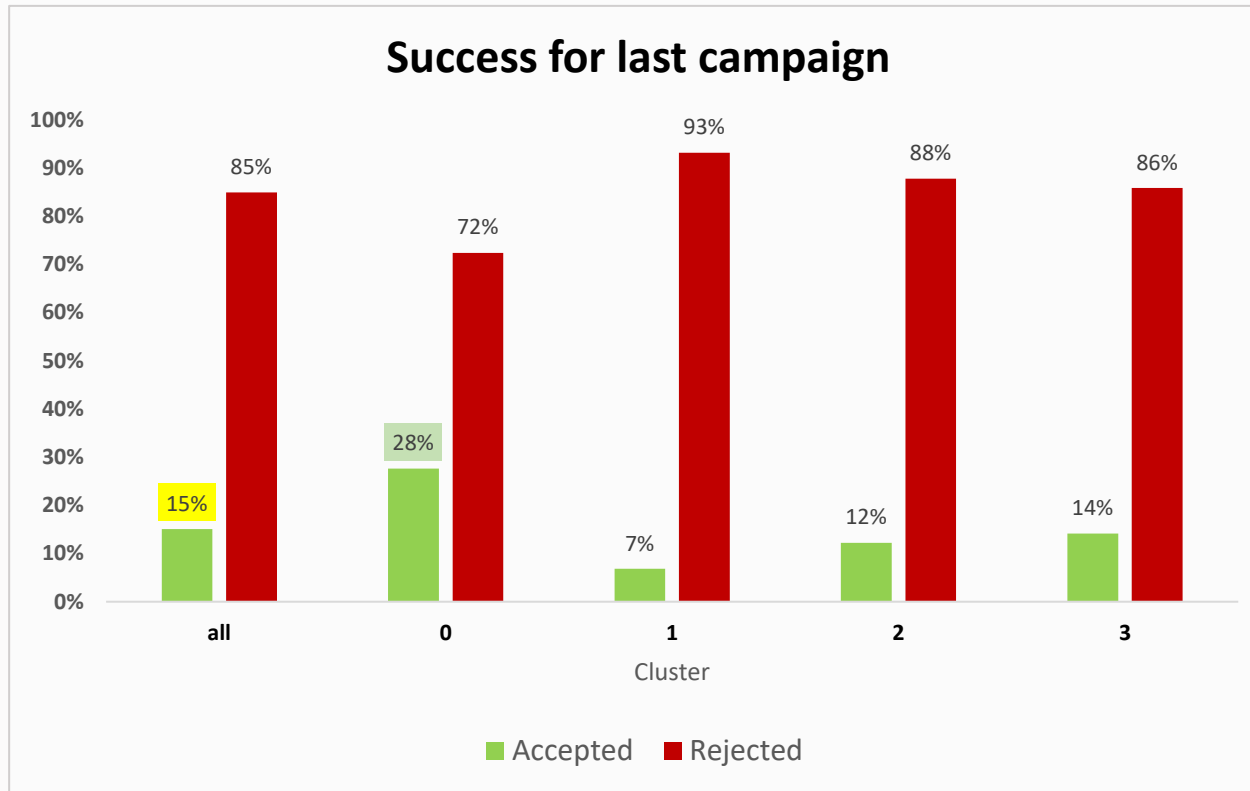
| Success | Total Cost | Revenue | Profit |
|---------|------------|---------|--------|
| 15% | $ 6,720.00 | $ 3,674.00 | $ (3,046.00) |

# 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% |

# Results



Success for last campaign

Marketing department should focus on customers with:

✓ High enrollment

✓ Low recency

✓ High Income

✓ Approval for campaign #3