Presentation 1

- Links to presentation(s) and code(s) on GitHub

  o https://github.com/arvindkrishna87/STAT390_LegalAid_Fall2025/blob/main/Presentations/Verbiage%20analysis/CallJourneyVerbiage_7Oct_Adam.pdf

- What did you do?

  o Set up my code structure (not linked because currently very limited)

  o Analyzed the consumer-facing verbiage of the call options, and developed two initial hypotheses; 1 related to maximizing average efficiency by minimizing time on one menu, and the other related to a customer potentially being confused and clicking into the wrong menu based on unclear wording

  o Thought through how I will test these hypotheses before next presentation

- How does it help the project?

  o More efficient and less confusing customer-facing verbiage will allow for a better user experience and a more streamlined journey from calling to getting into the right queue, as well as potentially decreasing the load on LegalAid's phone system

- Issues faced (if any)

  o At first, I was having trouble with efficiently accessing the data

- Attempts to resolve issues (if any)

  o I used and ran the All Calls Data import to consolidate the different months into one data file that I will use to power my analyses next presentation!

- Issues resolved (if any)

  o Solved trouble with efficiently accessing data

- Next steps

  o Develop a plan to test my initial hypotheses and see if they hold up

  o Identify additional potential areas for efficiency improvement, develop new hypotheses

  o Pass on hypotheses that are supported by the data to Cynthia to make actionable recommendations

- References (Mention if you built up on someone else's work)

Presentation 2

- Links to presentation(s) and code(s) on GitHub

- What did you do?

- How does it help the project?

- Issues faced (if any)

- Attempts to resolve issues (if any)

- Issues resolved (if any)

- Next steps

- References (Mention if you built up on someone else's work)

Presentation 3

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