outbound
Insights for All
Ben Regner

Problem: Provide actionable insights in a format appropriate for non-specialists.

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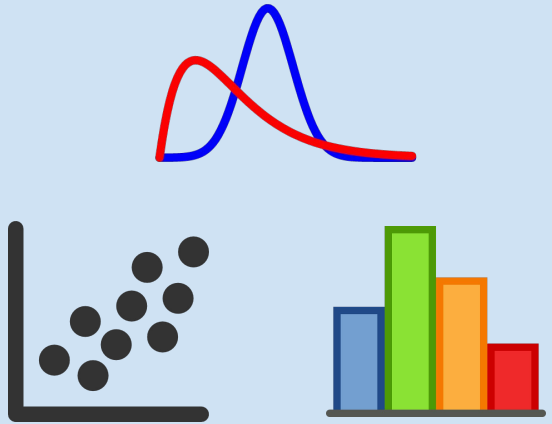

Users are **5x** more likely to do **Action A** if they have also done **Action B.**

As an illustrative example, let's look at a fictionalized version of one of Outbound’s many clients:

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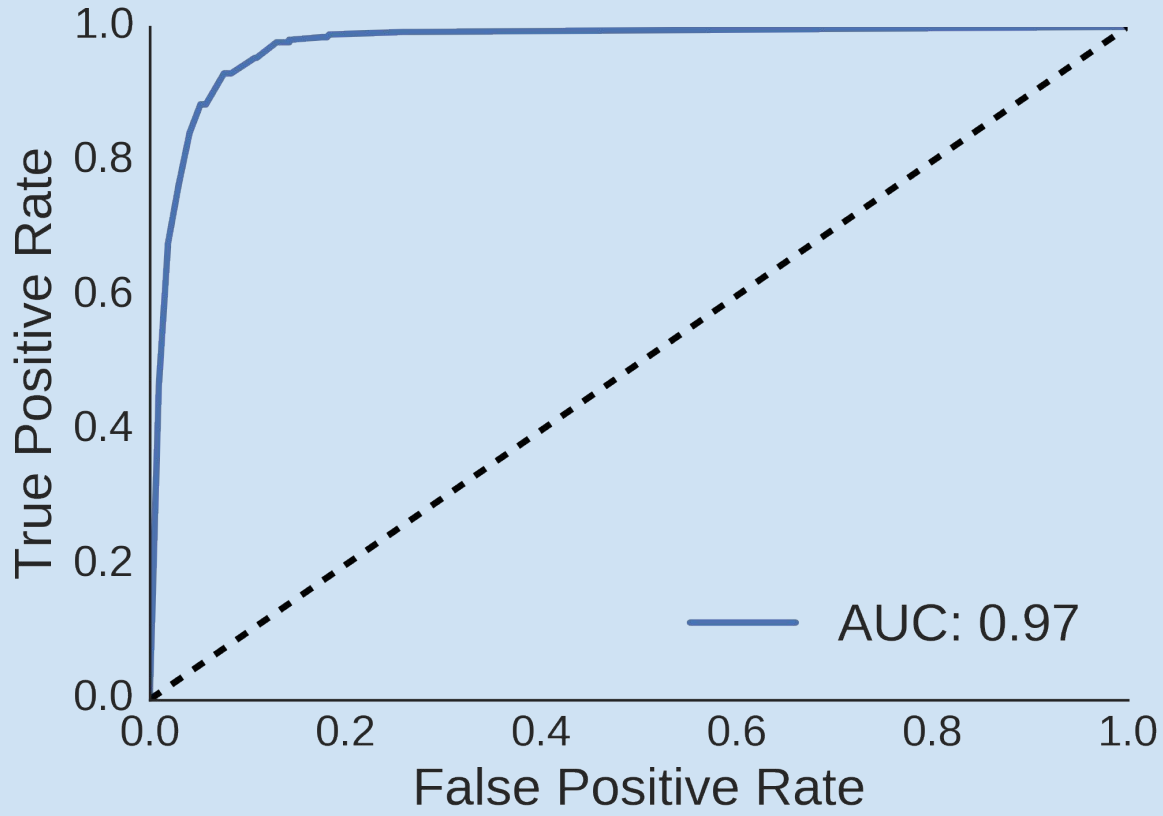
Ben's Bread

Will a user of Ben's Bread perform **Buy Bread**?



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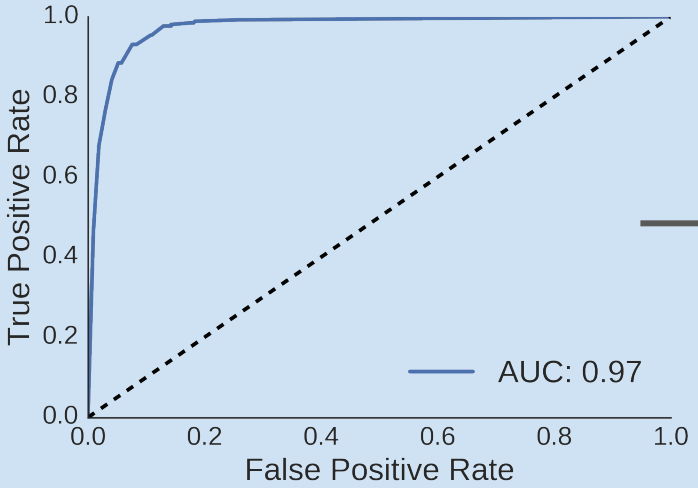

"A statistical tool called a *random forest classifier* is able to discriminate customers who will **Buy Bread** from users who will **not** with **92.6%** accuracy."

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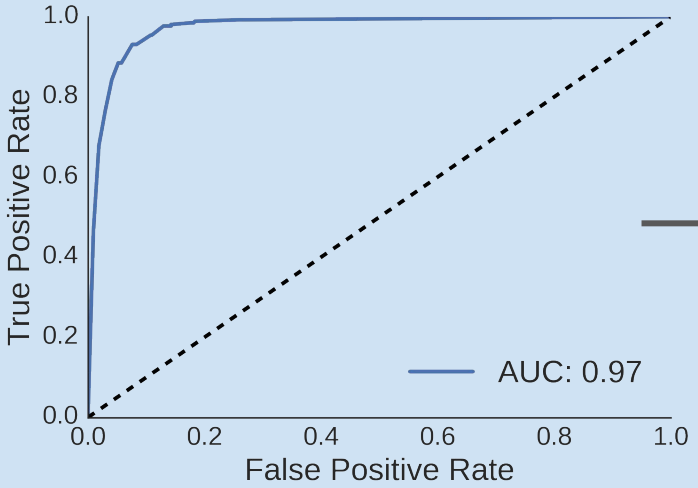

"The events that are the most important to discriminate users are: **Add Loaf**, **Remove Loaf**, **View Daily Bread**, **Doughy Details** and **Filter Ingredients**."

Will a user of Ben's Bread perform **Buy Bread**?

Users who...

Buy Bread have always done **View Daily Bread**.

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Doughy Details are... **7.5x** *more* likely to **Buy Bread**.

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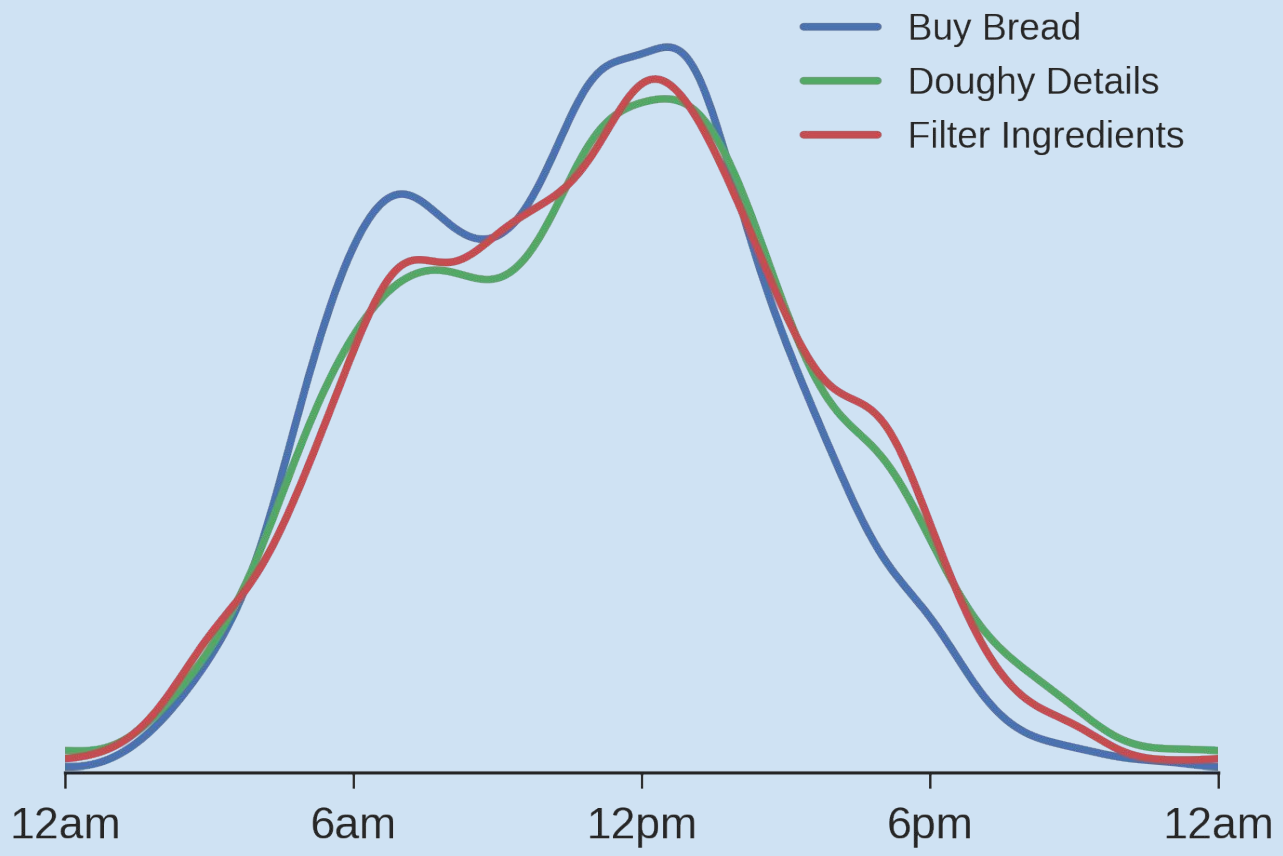
Users who...

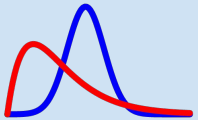
Buy Bread have always done **View Daily Bread**.

Doughy Details are... **7.5x** *more* likely to **Buy Bread**.

Filter Ingredients are... **1.3x** *less* likely to **Buy Bread**.

When do customers of Ben's Bread use the app?





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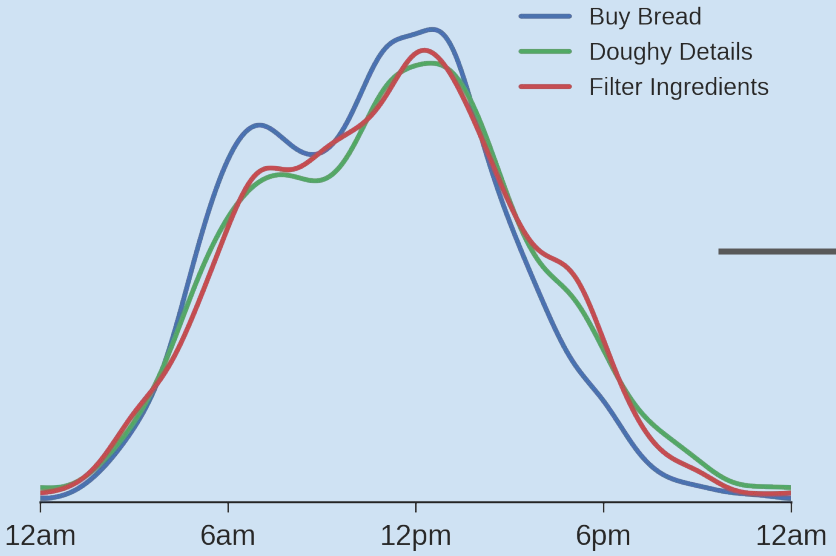

Users are mostly likely to...

Buy Bread at...	**7am** and **1pm**
Doughy Details at...	**8am** and **1pm**
Filter Loaves at...	**7am** and **12pm**

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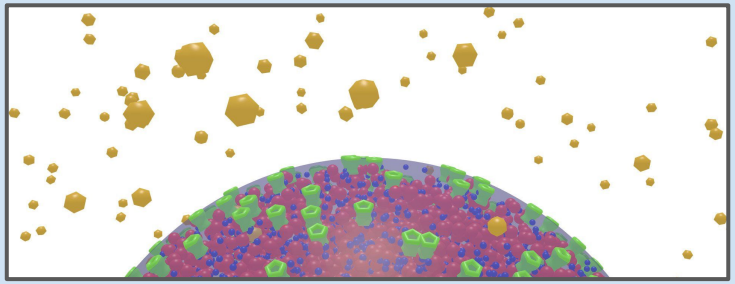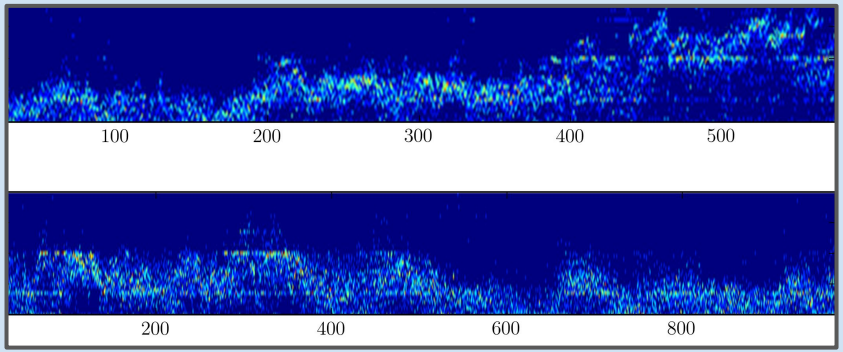
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