Team 4 - 0.05 or Die

Andrea, Han, Hannah, Keith, Mark, Ying

Rank (out of 5): **1**

Score (out of 15): **14**

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|  | Topic | ZG Commentary |
|  | Data Prep | The team used all of the necessary data constituents, and removed outliers. Good job removing calls under 30 seconds, not just 0 seconds. We like that you built up from heuristic models to better understand the data. You could have truncated leads to ensure leads had a minimum amount of time for conversion. |
|  | Assumptions | Well-documented and explained assumptions, and good acknowledgement that organic leads would benefit from some impressions data.  This was the only team which mentioned NPV in their assumptions. |
|  | Solution | The Board appreciates that the team explored various attribution model and came up with a Markov Chain - excellent choice. Great consideration of ROI on the email channel.  We also appreciated the timeline for next steps, as broken down into research and testing. We would have liked to see some clear dollar spend, as well as the call time analysis further fleshed out. |
|  | Presentation | Nice formatted slides which balanced text and visuals; the problem was well framed, assumptions were clear, and room for future analyses acknowledged.  The presentation was clear and engaging, but was too long, leading to a rushed finish. The Board did not need to understand every little detail of Markov chains, which was valuable time taken away from key learnings and recommendations. |
|  | Recommendations | Recommendations were actionable and supported by analyses. The Board appreciates the “common-sense” approach to limiting emails - though they provide a higher ROI, users do not want to be inundated.  Interesting suggestion to switch from marketing emails to sales emails, but it was not too clear on the actual benefit of doing so (would have helped to have a cost-benefit breakdown) |

General Comments:

* Very well thought-out and thorough presentation. We appreciated the user journey examples for explanation purposes.
* Excellent work that the team researched and came up with the best solution for the available data set - Markov chains. However, the presentation went over time before the team could get to the most important part - their recommendations. A lot of time was spent explaining how Markov models work, rather than applying them to the Zillow problem directly; remember that a board would rather know how it applies to them.
* Great answers to both The Board’s and the classroom’s questions (especially related to AB Testing the extent of utility of email marketing, and how to modify the MC to account for sales call orders/lengths).
* The timeline shows that the group considered implementation and scalability. Great work!