



OPENCARE

# Data Insights Challenge

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# Customer Journey and Insights Objective

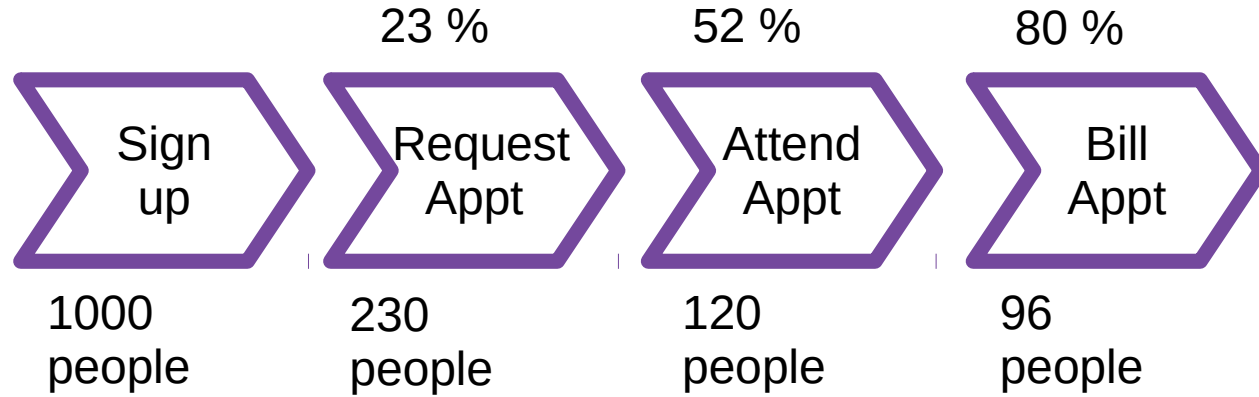


## **Objectives:**

- Identify insights to predict Requested and Successful appointments
- Make data-driven recommendations



# Exploratory Data Analyses



Current process has ~ 9.6% conversion rate

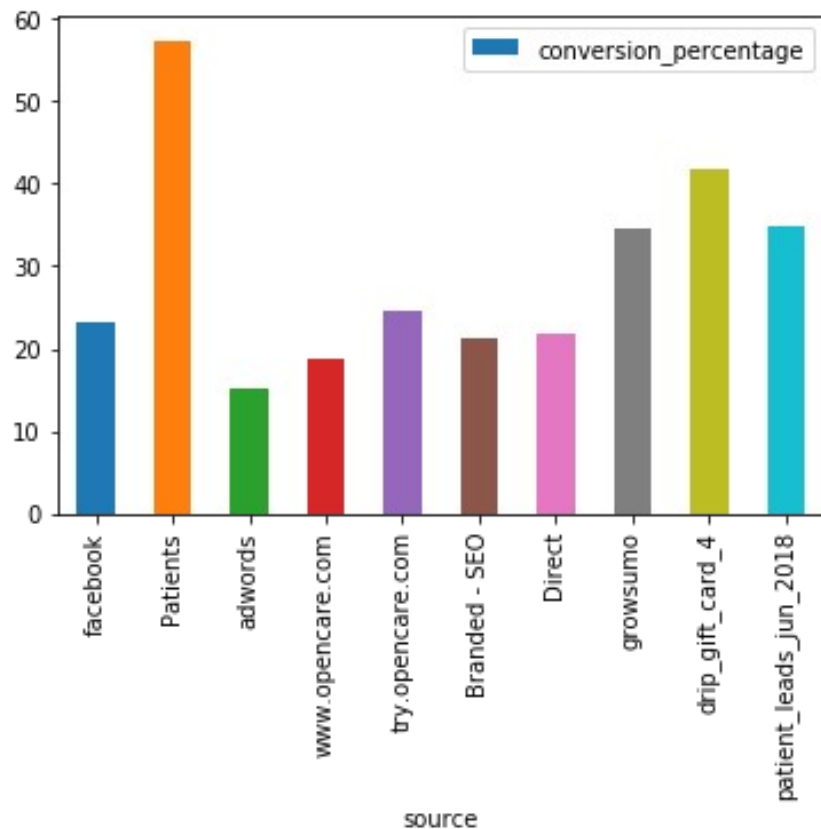


# Sources that get People to Participate

Region	Source	Total Participants	Appt Booked	Percent Conversion (%)
Austin	facebook	1380	161	11.67
Chicago	facebook	1315	199	15.13
Denver	facebook	963	161	16.72
San Diego	facebook	509	49	9.63
San Francisco	facebook	1205	167	13.86
San Jose	facebook	595	86	14.45
Seattle	facebook	1382	180	13.02
Washington DC	Direct	5	0	0.00

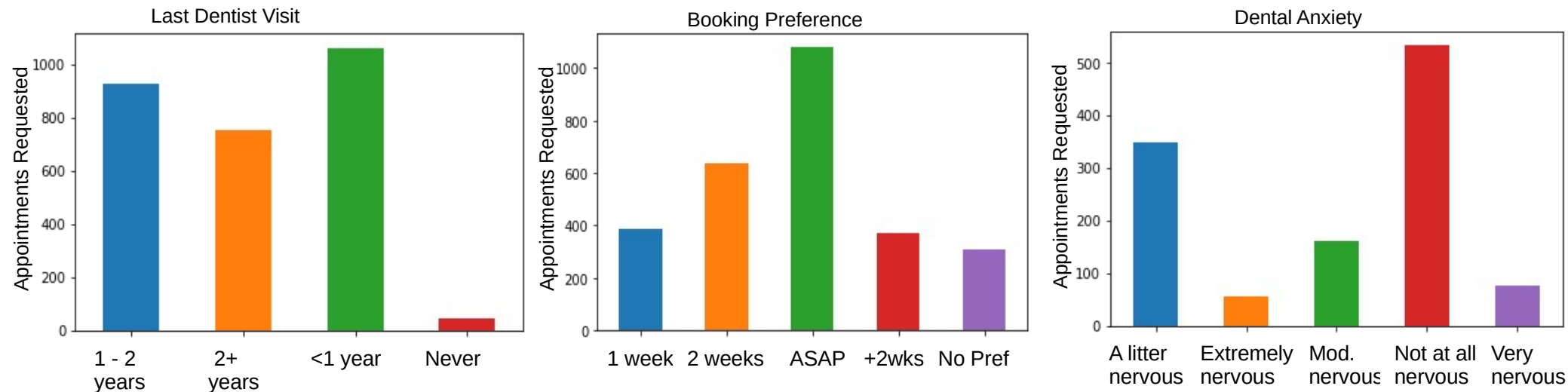


# Sources that get People to Request an Appointment





# Overall Profile of Appointment Requests and Successful Appointments



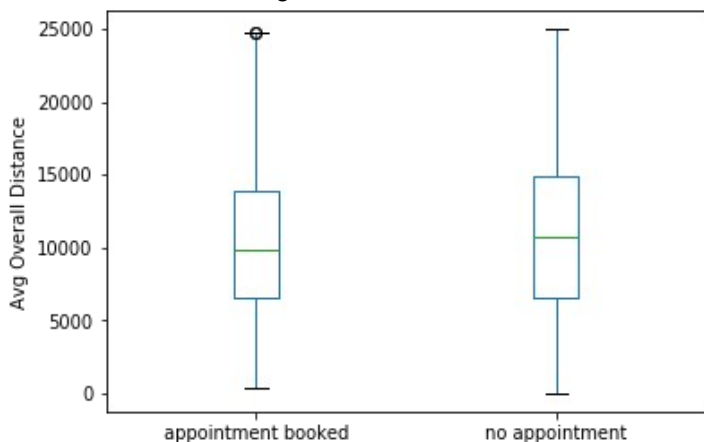
Participants request and make successful appointments if they:

- Have been to the dentist before
- Want to make an apointment ASAP
- Have no or low dental anxiety

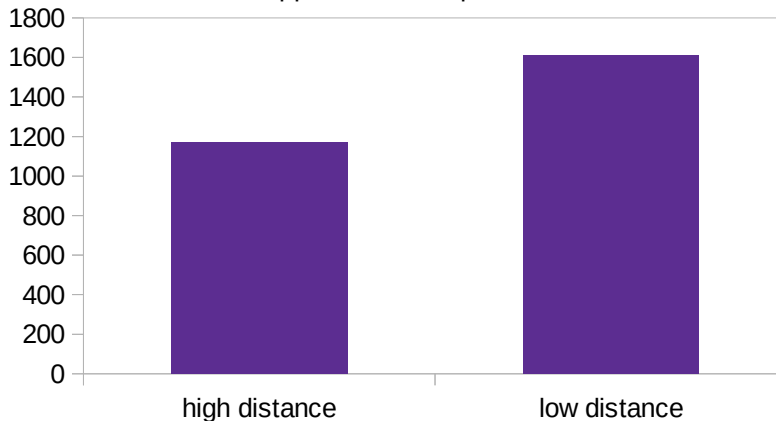


# Key Factors Driving Appointment Requests

Avg Overall Distance

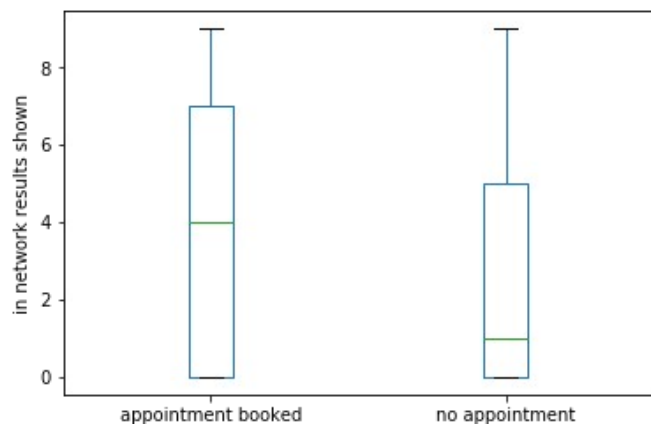


Appointment Requests



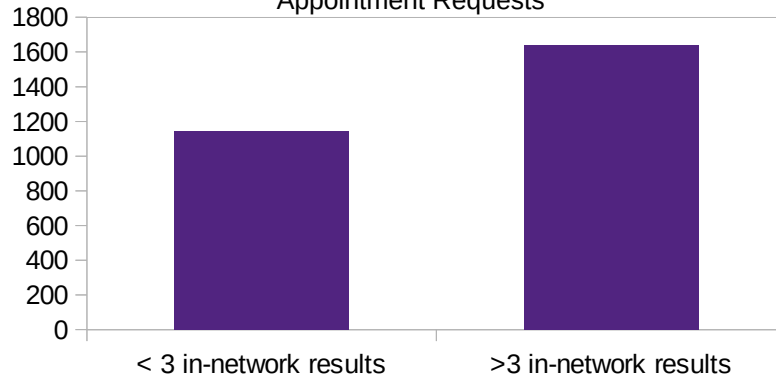
38% increase in appointment requests when the average overall distance is less than 11059 (pval < 0.001)

Number of in-network Results Shown



Appointment Requests

Appointment Requests

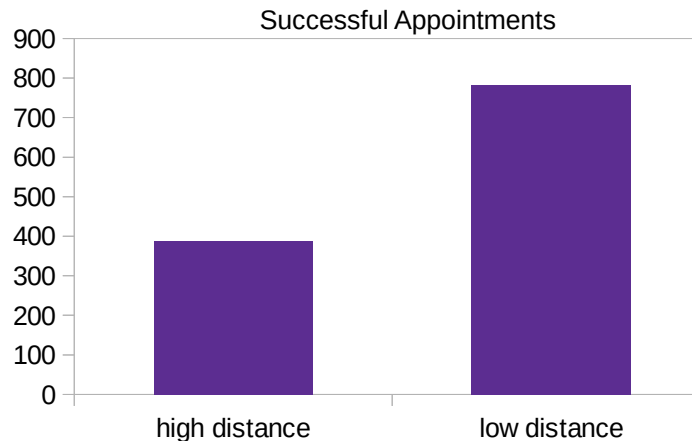
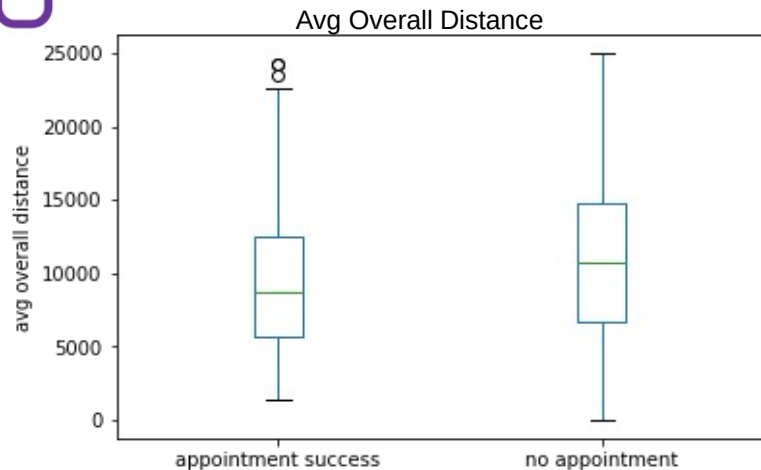


43% increase in appointment requests when more than 3 in-network results are shown (pval < 0.001)

Appointment Requests

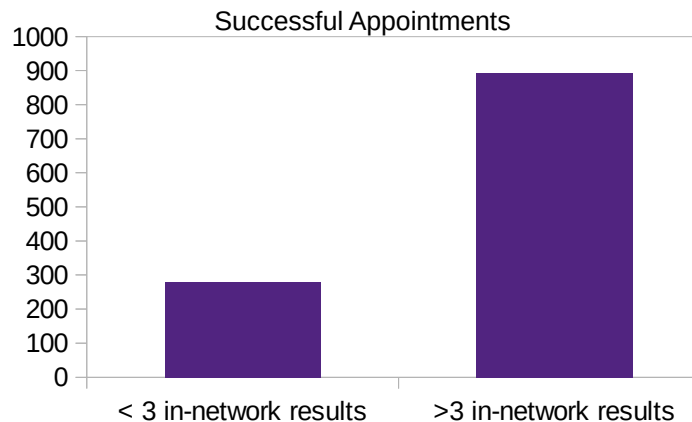
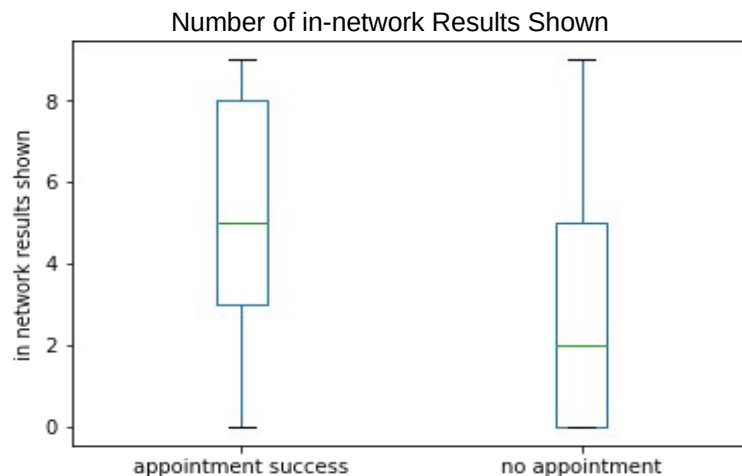


# Key Factors Driving Successful Appointments



101% more successful appointments when the average overall distance is less than 11059 (pval < 0.001)

■ Successful Appointments



219% more successful appointments if the shown more than 3 in-network results (pval < 0.001)

■ Successful Appointments





# Recomendations

- Show people more than 3 in-network results
- Show people more results that are closer in overall distance
- Expand marketing strategy with higher conversion rate (Patients)



# Appendix



# Campaigns that get People to Request an Appointment

