

EMAIL ENGAGEMENT ANALYSIS

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CONTENTS



Overview



Data Preprocessing



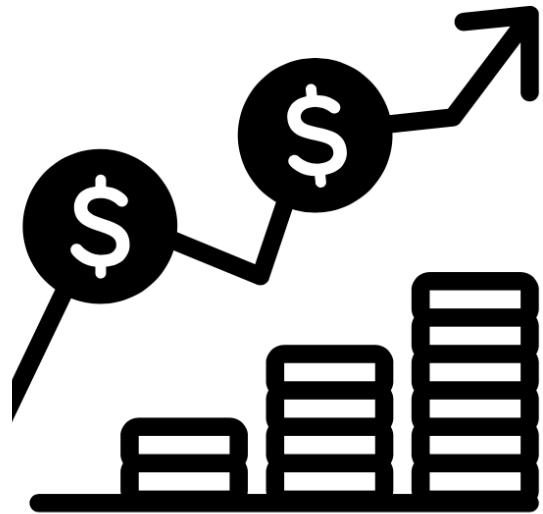
Data Exploring



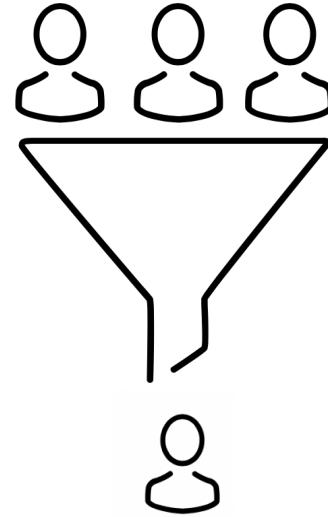
Summary



Business Insights



Increasing Efficiency of
Email Engagement



Funneling Down on
Prospective Students

WHAT SHOULD WE FOCUS ON TO INCREASE PROSPECTIVE
STUDENT ENGAGEMENT?

DATA PREPROCESSING



Business Understanding

- Focus on Prospective Students
- Increasing Student Engagement



Data Understanding

- User dataset
- Email Engagement dataset
- Interaction between users and email.



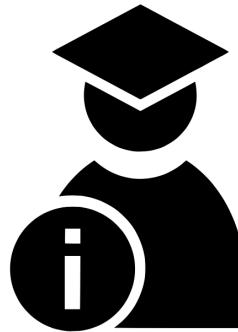
Data Preparation

- Cleaning
- Combining

PHASE I: DATA CLEANING / COMBINING

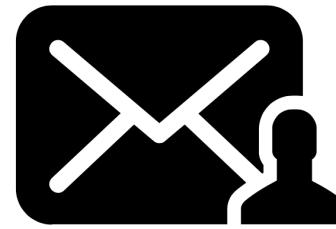


DATA UNDERSTANDING



User Dataset

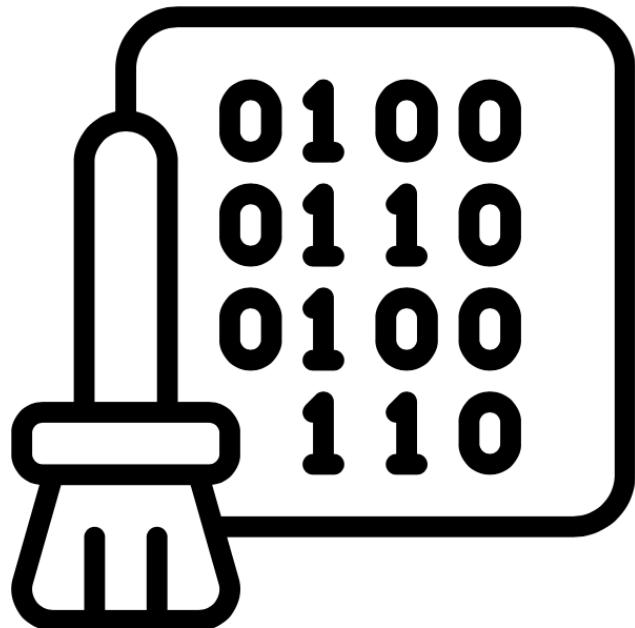
68574 observations of
33 variables



Email Dataset

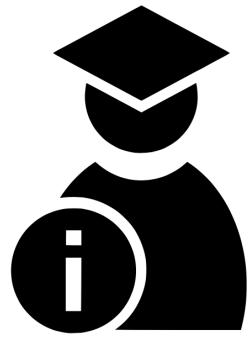
1048575 observations of
37 variables

DATA CLEANING



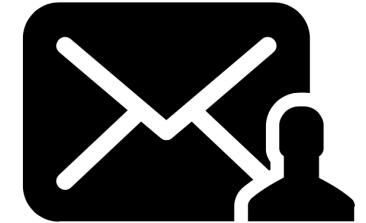
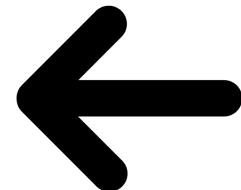
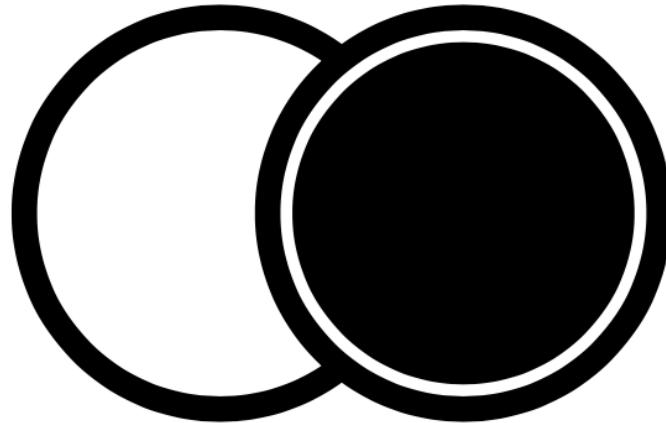
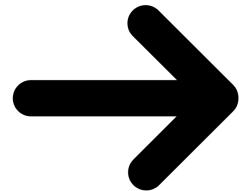
- Empty Element IDs Removed
 - User Dataset: 15,384 missing values
 - Email Dataset: 225,896 missing values
- Concise Attribute Selection
 - User Dataset: 21 attributes removed
 - Email Dataset: 29 attributes removed

RIGHT JOIN



User Dataset

53190 observations of
12 variables



Email Dataset

Email Engagement

822679 observations of
19 variables

822679 observations of 8
variables



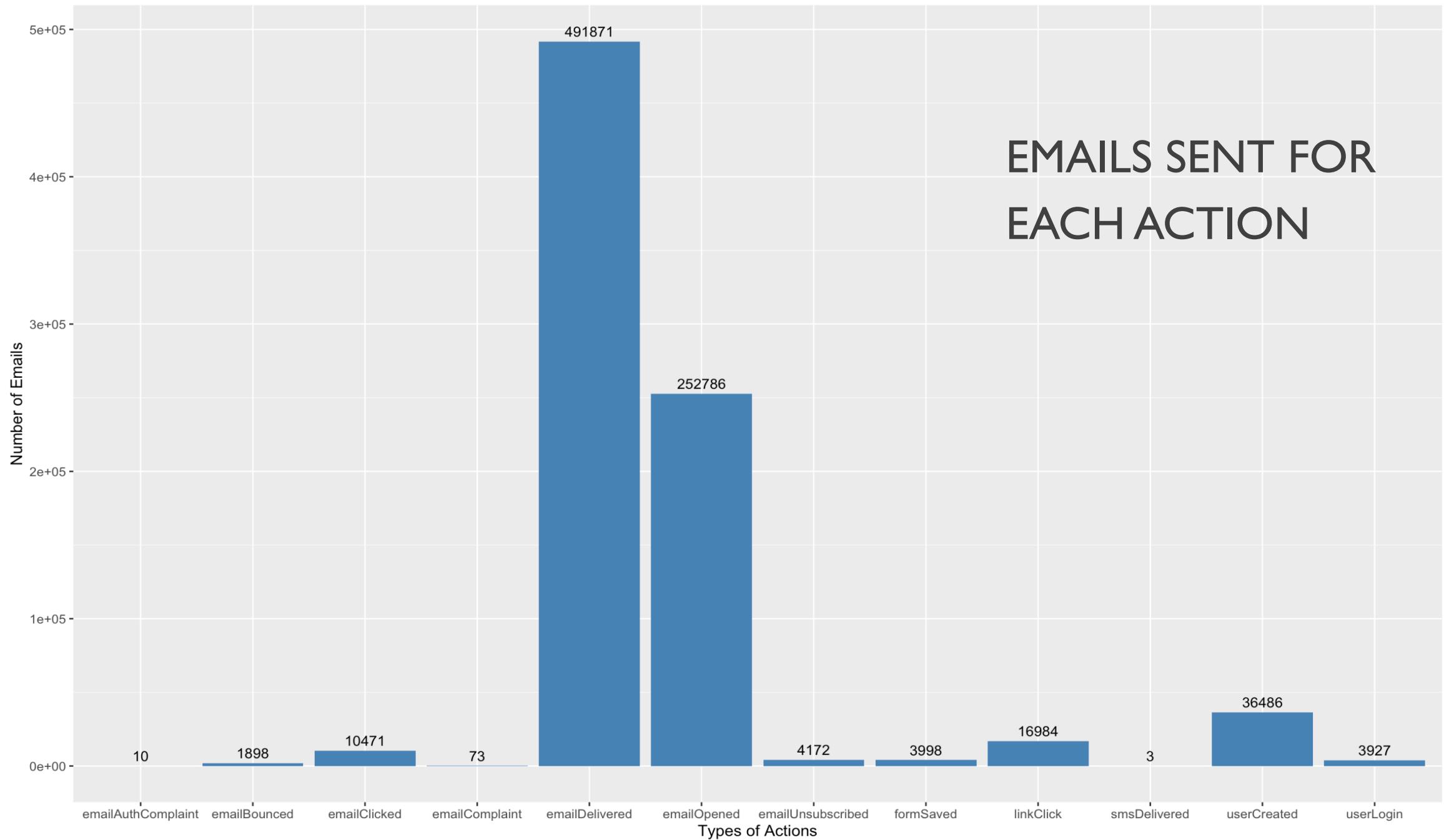
58344 Unique Element ID



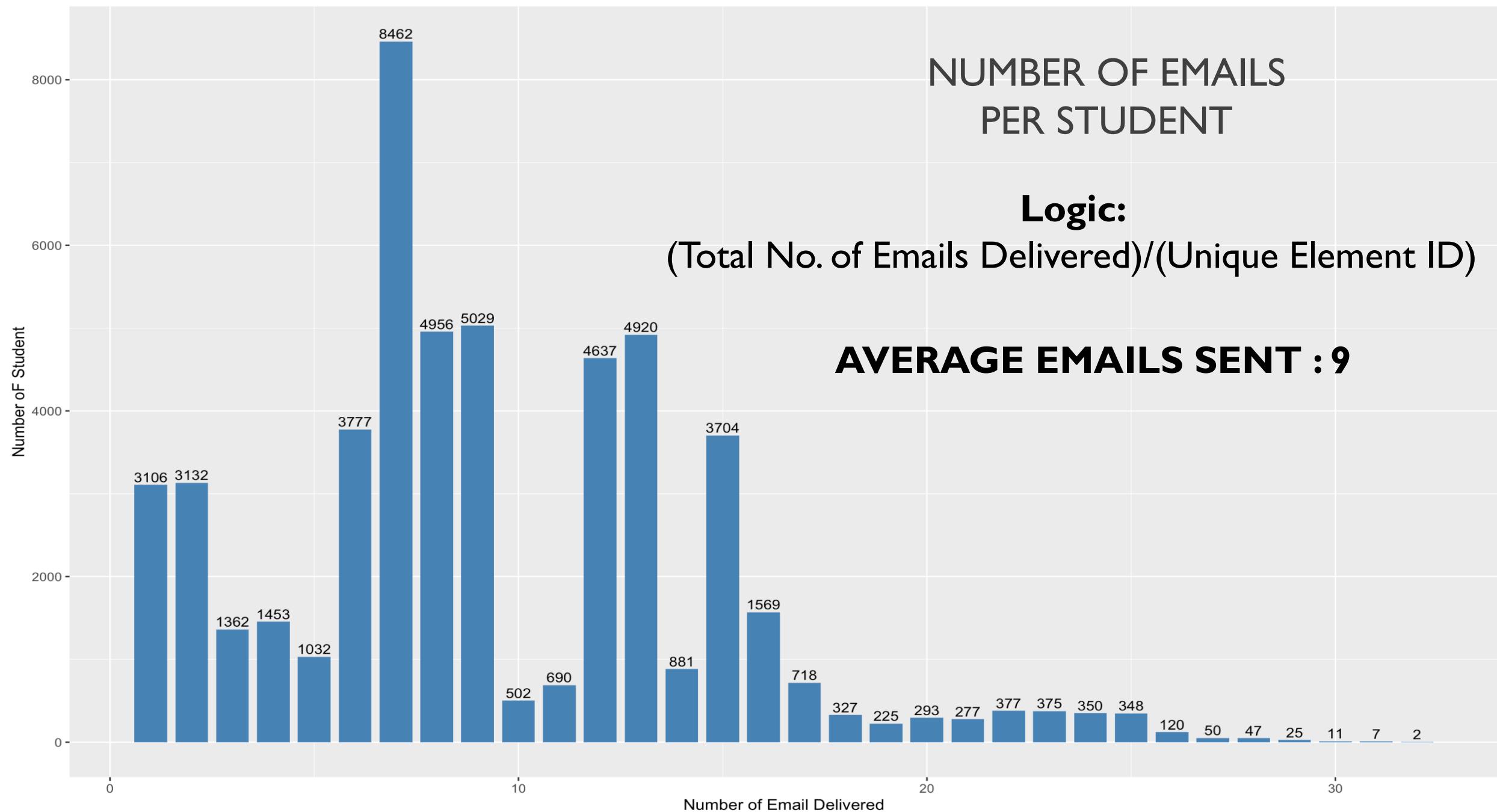
PHASE 2: DATA EXPLORING



EMAILS SENT FOR EACH ACTION



Average Number of Email Delivered

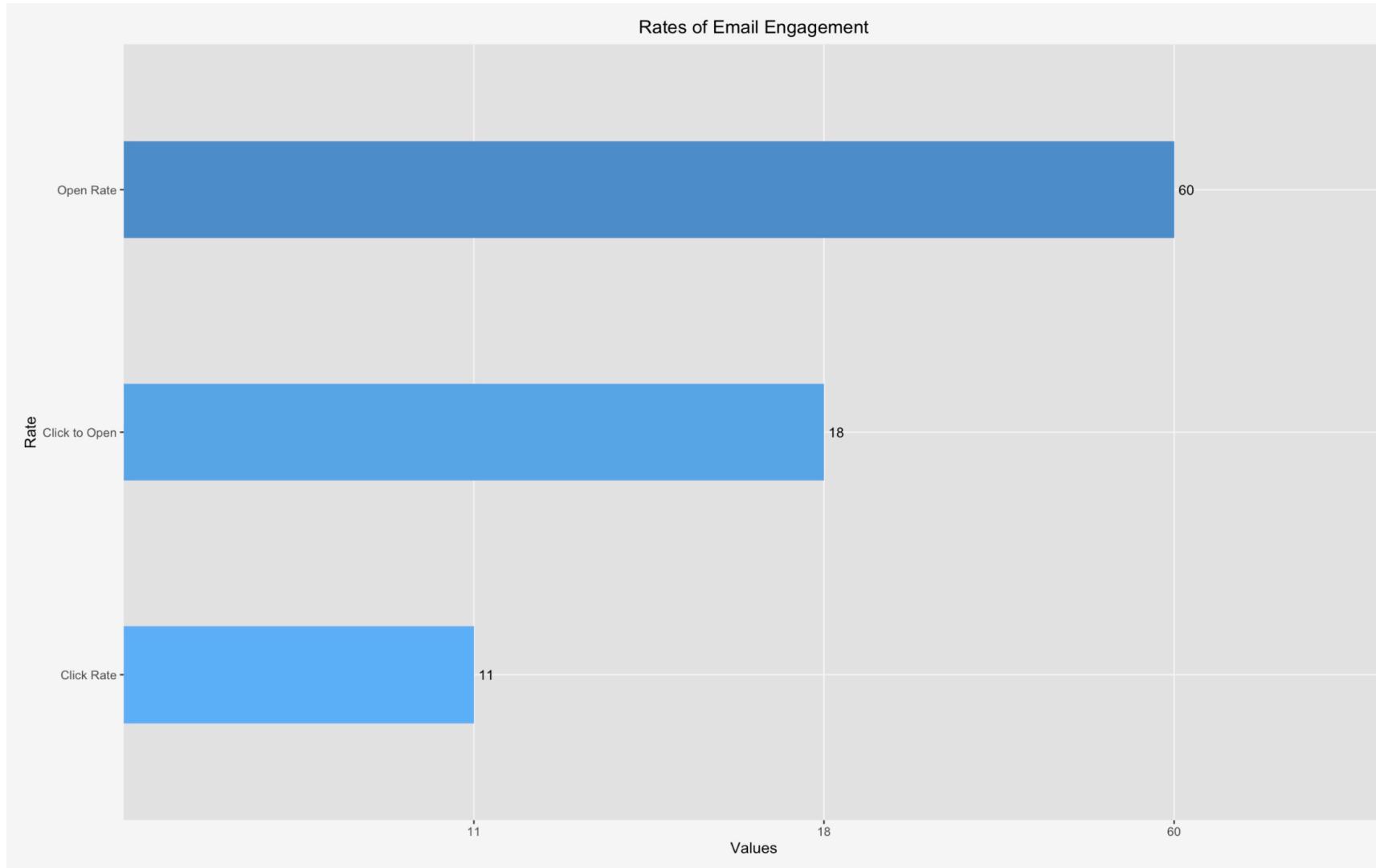
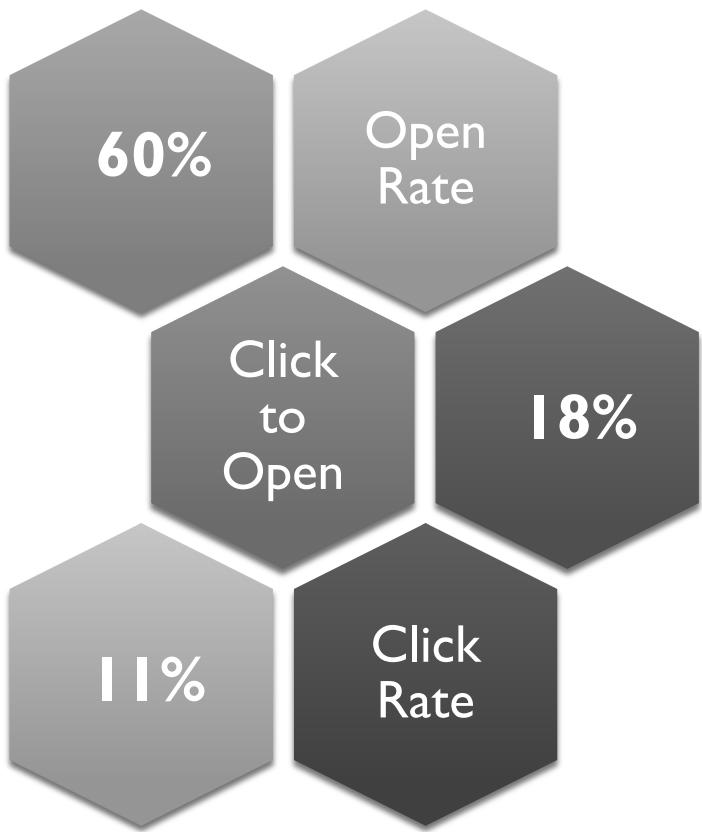


NUMBER OF EMAILS
PER STUDENT

Logic:

(Total No. of Emails Delivered)/(Unique Element ID)

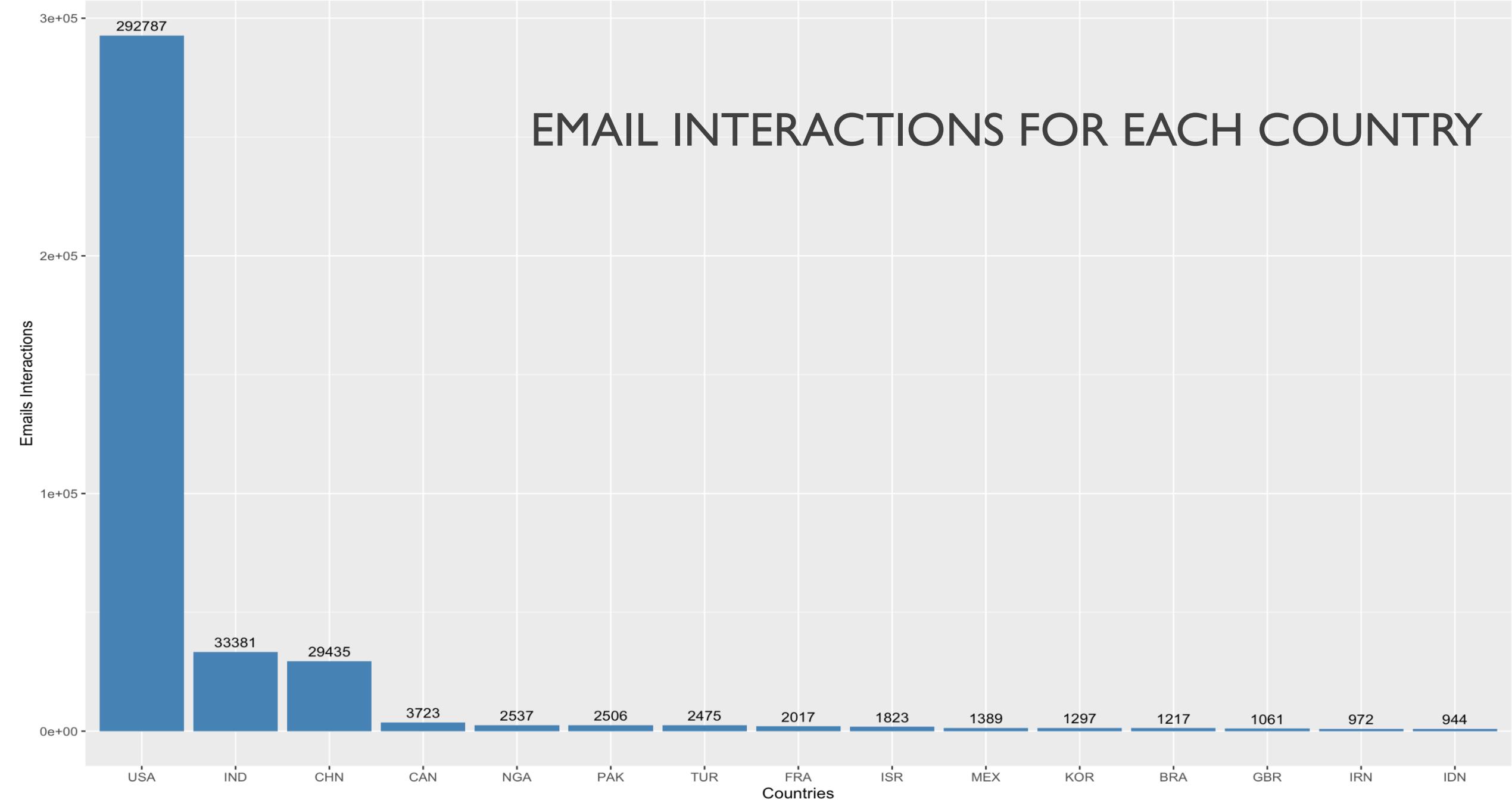
AVERAGE EMAILS SENT : 9



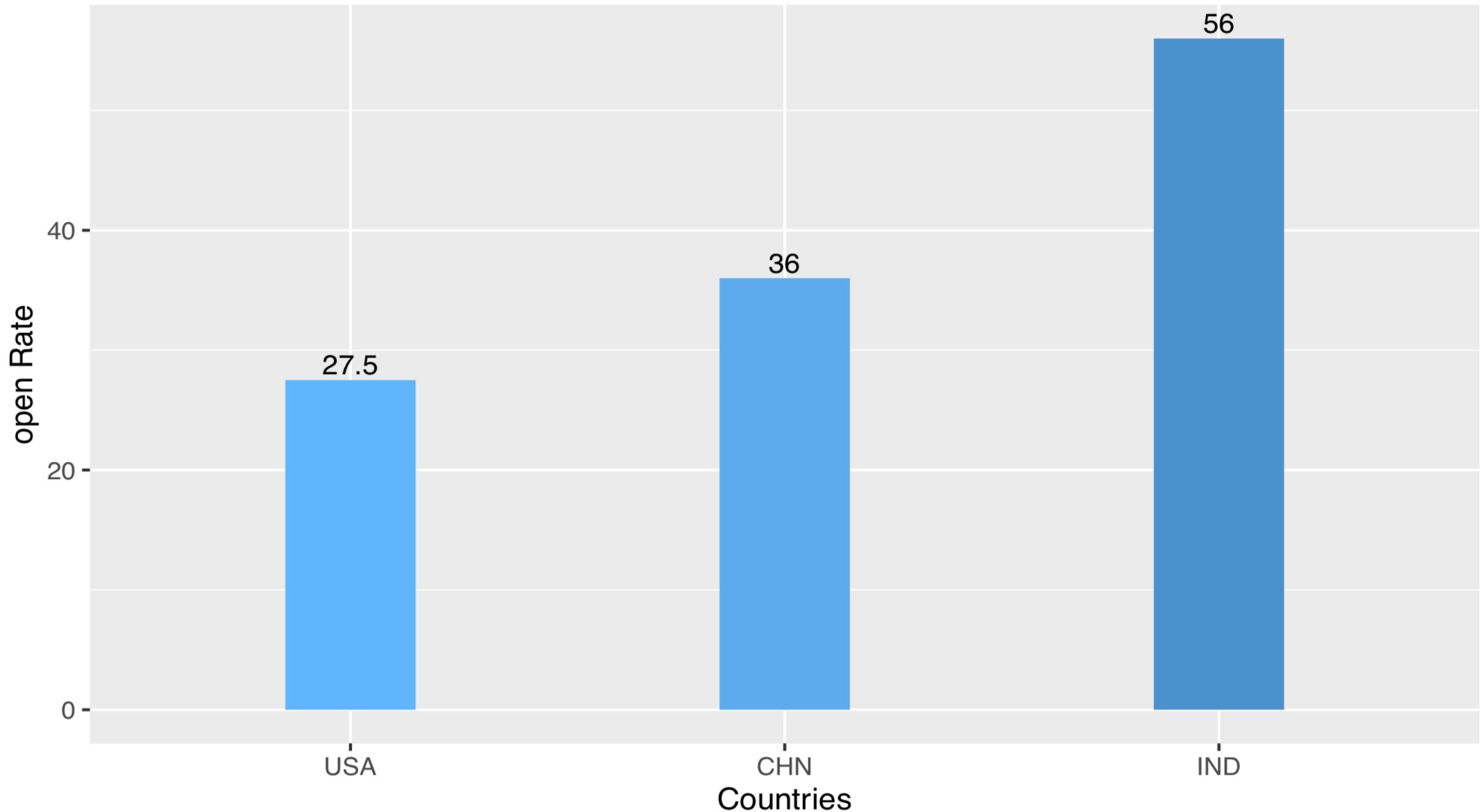
Logic:

$(\text{Emails Opened}) / (\text{Emails Delivered})$

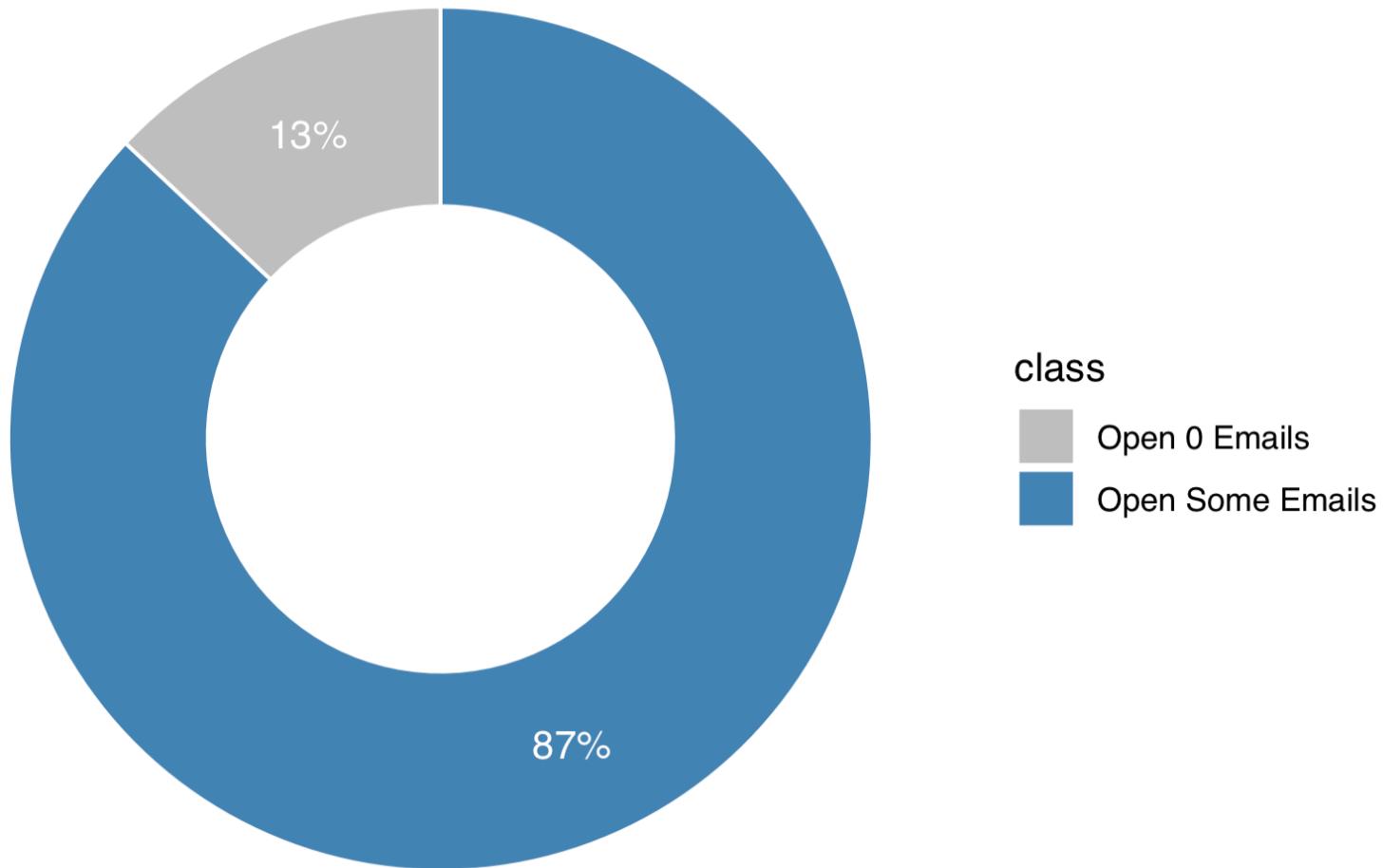
EMAIL INTERACTIONS FOR EACH COUNTRY



Open Rate by Countries

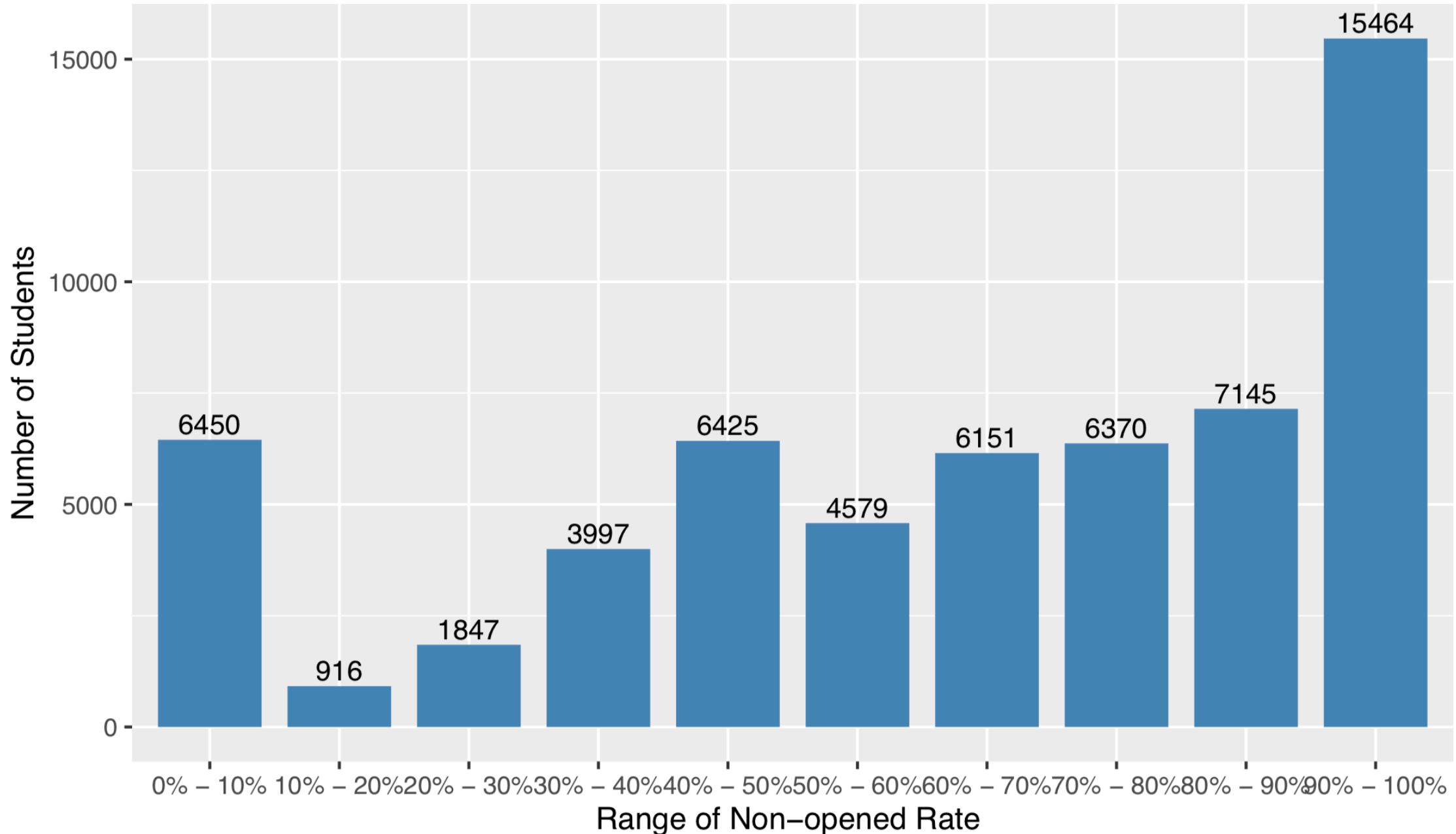


Percentage of Students Open and Don't Open Eamils

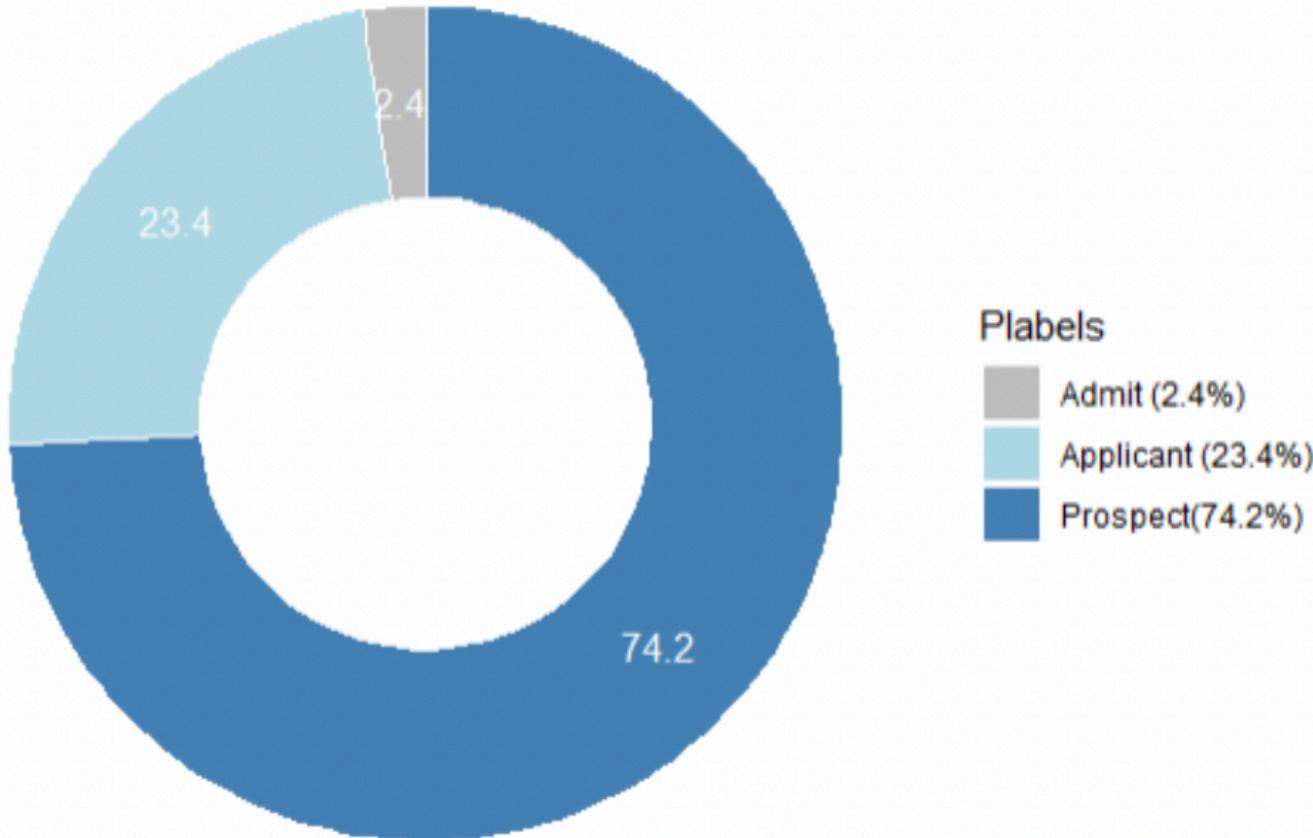


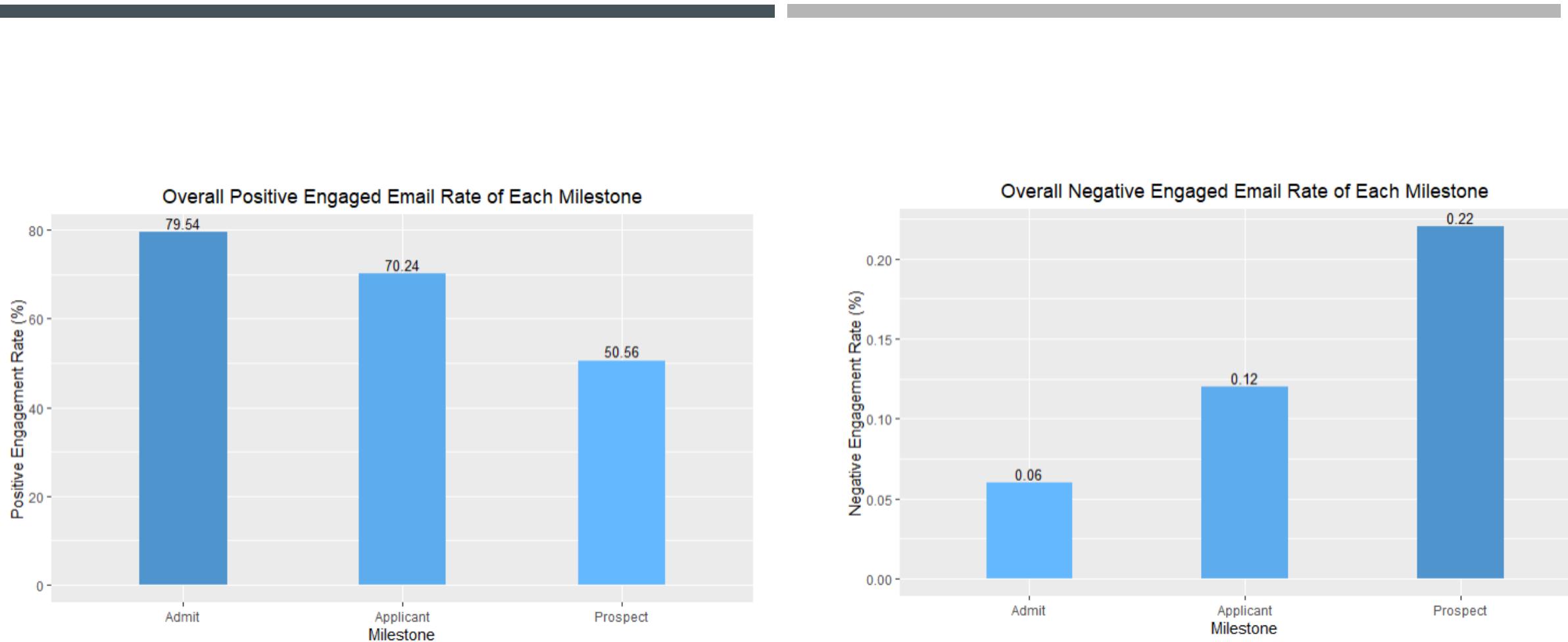
Logic:
Average of Not-opened rate for each unique Element ID

Number of Students within Different Range of Non-opened Rate



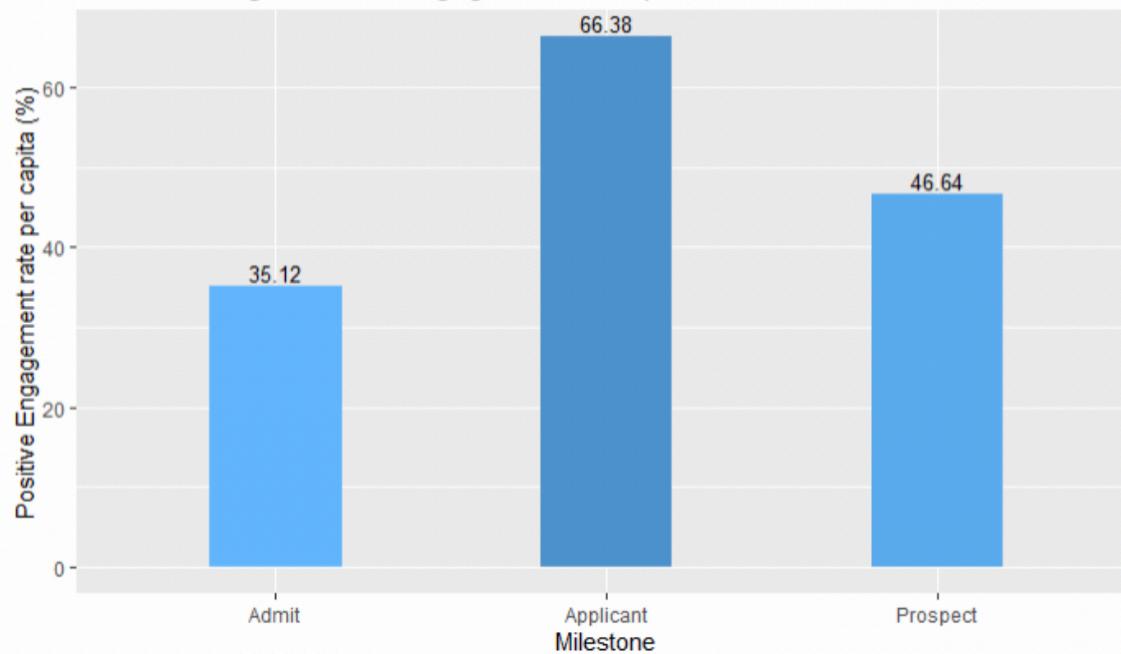
Percentage of Students in Each Milestone



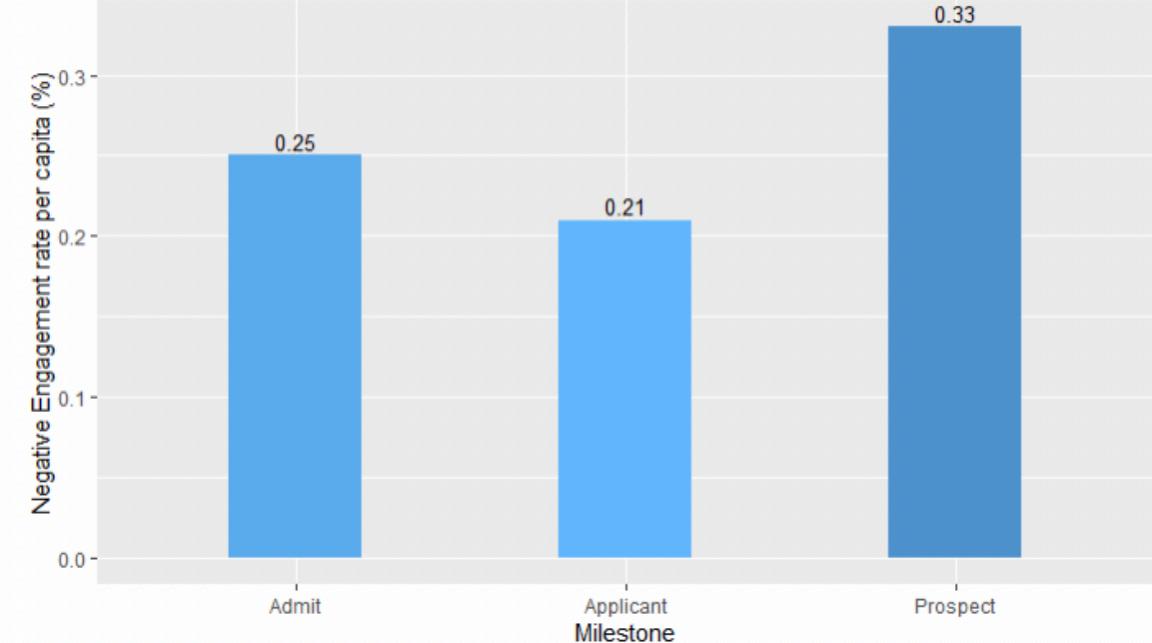


Engagement Email Rate: (Engaged Emails) / (Total Emails Delivered)

Average Positive Engagement Rate per Student of Each Milestone

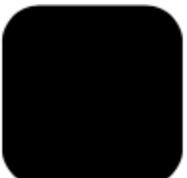


Average Negative Engagement Rate per Student of Each Milestone

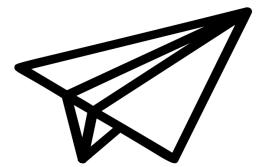


Engagement Student Rate: Average of Individual Student Engagement Rate per Milestone

PHASE 3: SUMMARY



Emails
Sent



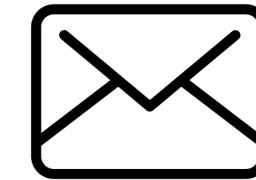
9
Per Student

Emails
Opened Rate



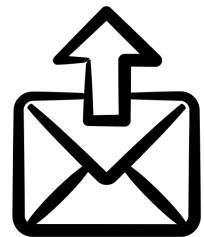
60%

Not Opening
Emails



7712 (13%)

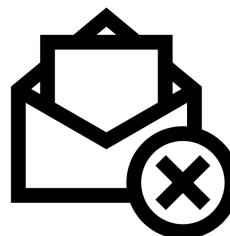
Emails Sent



5

Before Opening

Emails Sent



6

Before Unsubscribing

Most Email Engagement

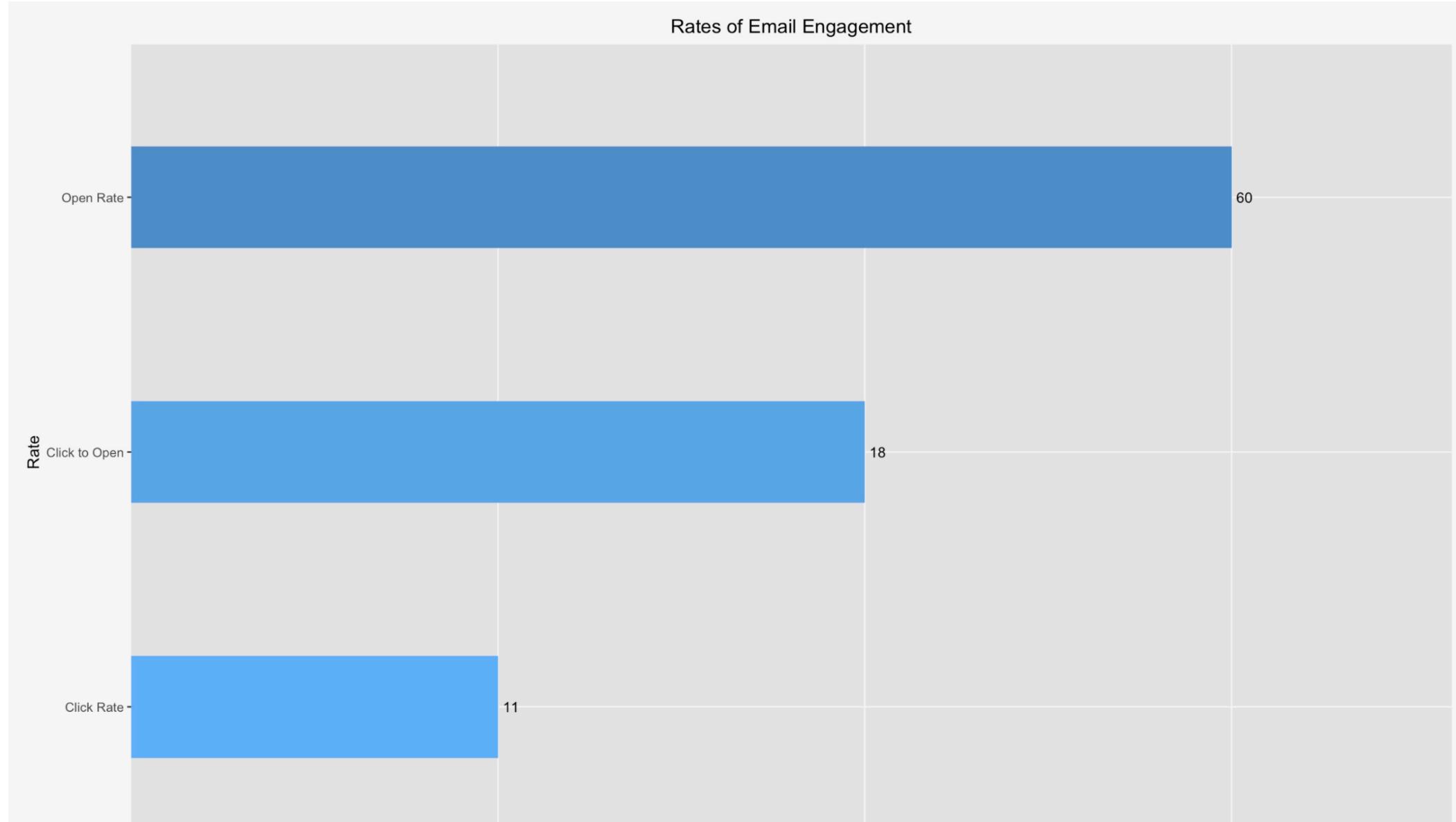


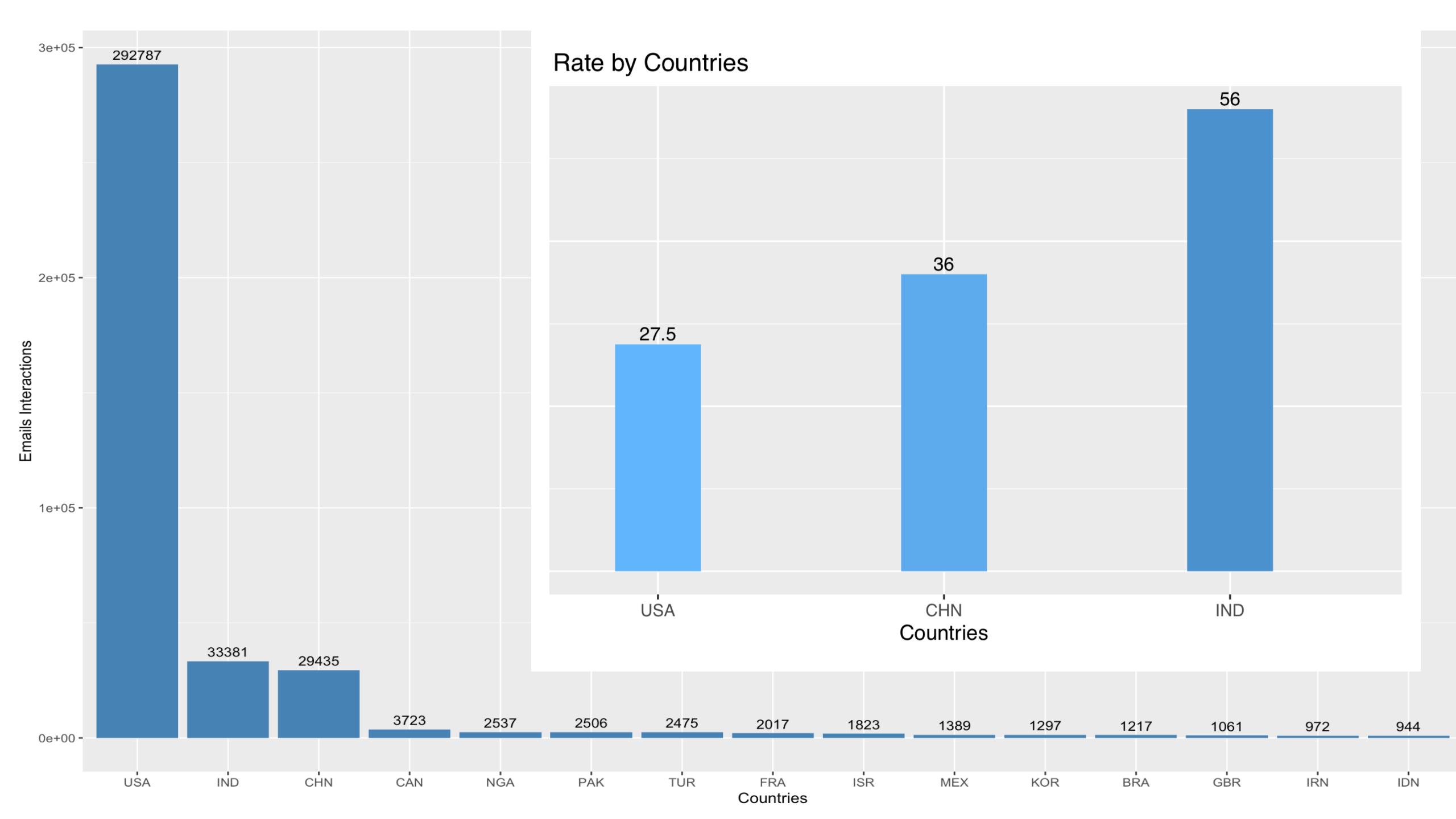
Applicant
Phase

PHASE 4 : BUSINESS INSIGHTS & DASHBOARDS

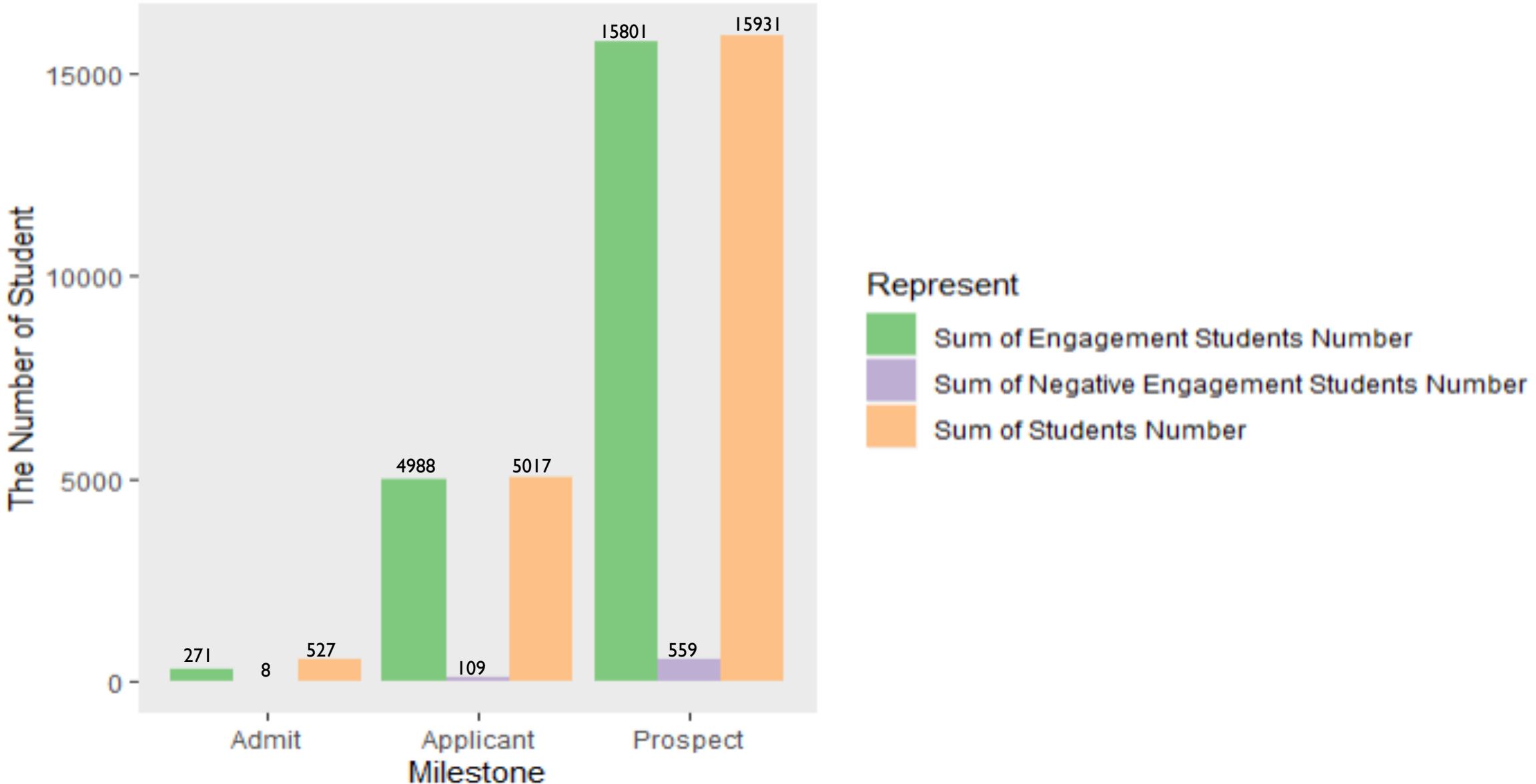


RATES OF EMAIL ENGAGEMENT





Summary of Students Number Distribution



BUSINESS INSIGHTS



Improve the click through rate
compared to open rate



Targeting Students From Specific
Countries



Time-oriented Targeting

Q&A

