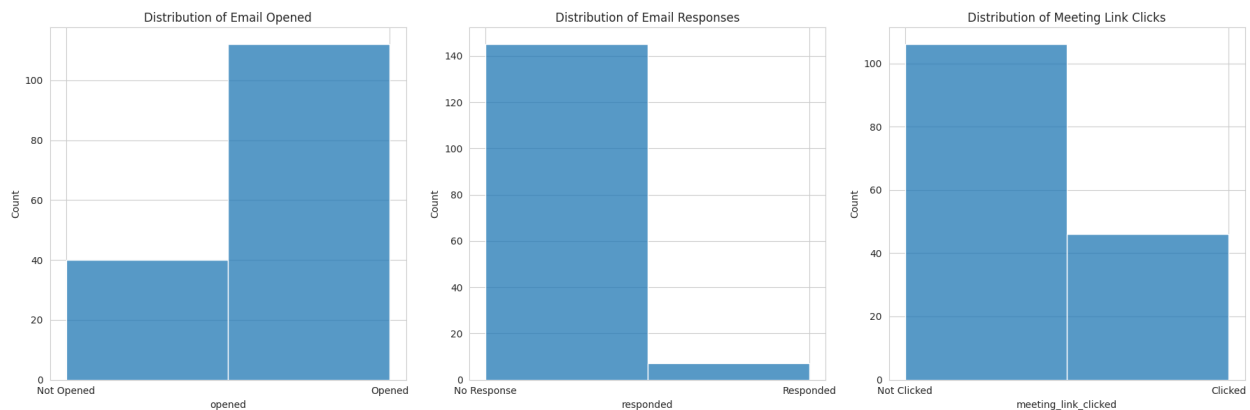# Report

## Summary of the Data

**Open Rate**: 72.37% of emails were opened.

**Response Rate**: 4.61% of emails received a response.

**Click-Through Rate**: 29.61% of emails had meeting links clicked. Visualization revealed high open rates but lower response and moderate click-through rates.



## Model for Email Opening Prediction:

Model for predicting mail opening

**Accuracy**: Approximately 71.0%.

Model for Link Click Prediction:

**Accuracy**  Approximately 74.2%.

# Key Findings

**High Open Rate, Lower Engagement**: The high open rate suggests effective subject lines, but the lower response and click-through rates indicate room for improvement in email content and calls to action.

**'Opened' Status Not a Strong Predictor for Clicks**: The similar accuracy of the link-click prediction model with and without the 'opened' status suggests that once an email is opened, other factors (like content relevance, call-to-action clarity) become more critical in driving engagement.

## Actionable Insights for Improving Email Engagement

**Enhance Email Content**: Focus on creating more engaging content and compelling calls to action within the email body to improve response and click-through rates.

**Optimize Subject Lines**: Continue leveraging effective subject lines to maintain high open rates.