

## Insights

- 1) People who signed up with two or more than two parts in their names contribute towards higher cross-sell success, except for people with four parts in their name. A possible assumption is that customers who are serious about the program will be more inclined to continue will register using correct and complete information.
- 2) Professional emails, especially with more prominent companies like Merck and Microsoft, have a high contribution towards cross-sell success. While the reasons are unknown, it is worth investigating the reasons behind this trend. An assumption would be higher standards of living and customers hosting or attending a higher number of social functions.

## Actionable recommendation

The high cross-sell success with serious customers and create an ad campaign to cross-sell the “Halfway There” program. The target group will be existing customers from bigger companies who used professional emails and more than 2-part names while signing up. A possible ad campaign can be offering the Halfway There program with a discount to the target group above-mentioned that will encourage them to sign up.

## Highest R-Square Value of the model

Training Score : 0.799

Testing Score : 0.842

AUC Score : 0.826

## References

- 1) 3 Slick Upsell & Cross-Sell Methods to Boost Revenue Profit. (2019, May 28). Retrieved from <https://postfunnel.com/3-upsell-cross-sell-methods-to-boost-revenue-and-profit/>
- 2) Koks, P., Choudhary, P., Choudhary, P., Koks, P., Assaf, Assaf, ... Annalisa. (2019, April 9). Effective Campaign Tracking in Google Analytics: OnlineMetrics. Retrieved from <https://online-metrics.com/campaign-tracking/>