

EXPO

ANALYSIS

BY TEAM - C2P0



What we Accomplished :

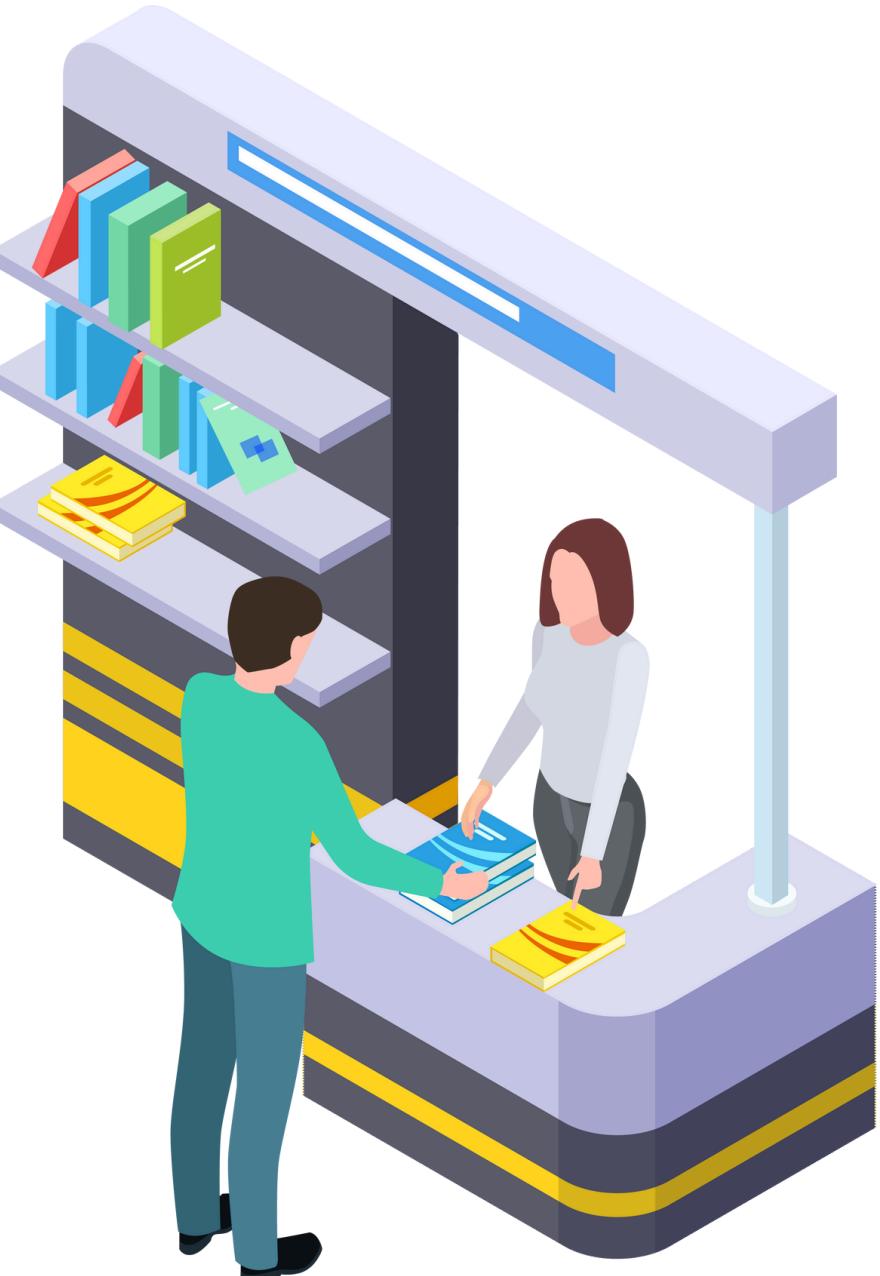
1. Most suitable suggestions based on:

- Customer self description
- Past stall interactions
- Past stall ratings
- stall-company profiles
- company ratings (collaborative)



2. Attendee Trend Analysis and Feedback

Based on past customer reviews we provide the expo stalls a summarised list of points to work upon , also providing each stall a rating made my recommended attendees.

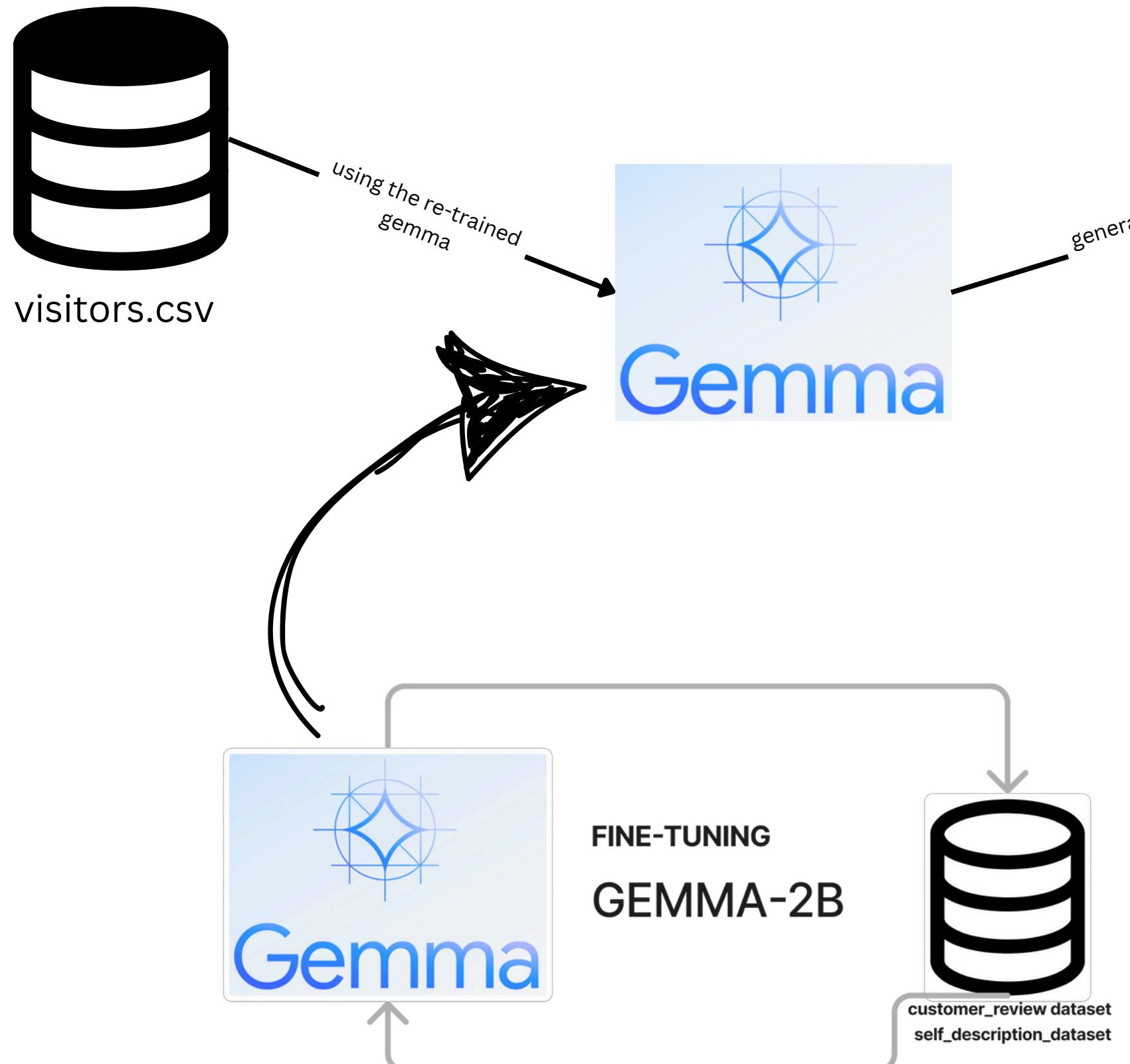




How We Accomplished this Task

Data Preparation :

- name
- job_role
- company name



This process turned out to be very essential as the visitor reviews helped us to give feedback to stalls .
The about_me helped us to make better recommendations

Model Creation

Recommendation

Tried Approaches :

- 1) TF-IDF Vectorization (with cosine-sim)
- 2) TF_IDF Vectorization (with KNN)
- 3) Wordembeddings (same 2)
- 4) Transfer Learning through gemma

Preferred Approach : **Gemma**

Keyword/sentiment

Tried Approaches :

- 1) Count sorting
- 2) Sentiment based on sentence scores
- 3) KeyBert

Preferred Approach : **KeyBert**

Our Insights:

- The most valued keywords in visitor reviews were : “**passionate**”, “**willingness**” and more..,Stalls can work on these aspects to improve engagement.
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- With more personalised **Lead Capture** and past interaction record the recommendations keep getting better!
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- Past interactions heavily affect the recommendations.

Other observations:

- Majority of the visitors were Male(**91.21%**)
- Although not high but there were stalls delegates from overseas (**Kenya,UAE,UK**)
- **STG Heating pvt ltd , Alfa boiler** had the most stalls.
- **Ancillaries , Tech&Service Providers** were among the most popular stall categories.

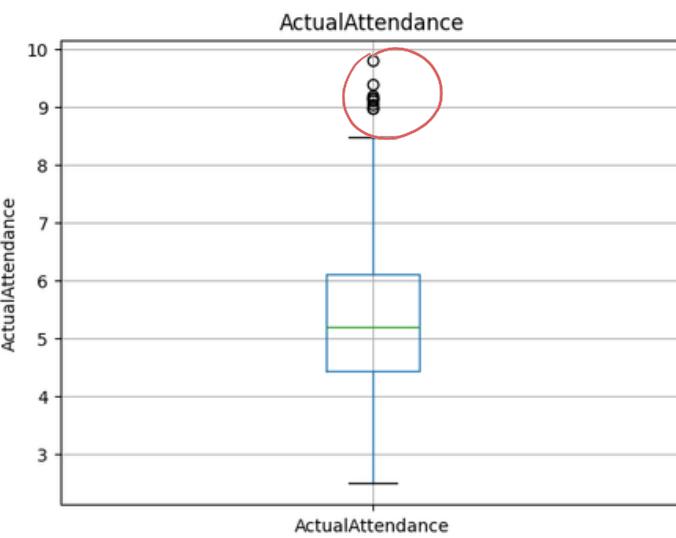
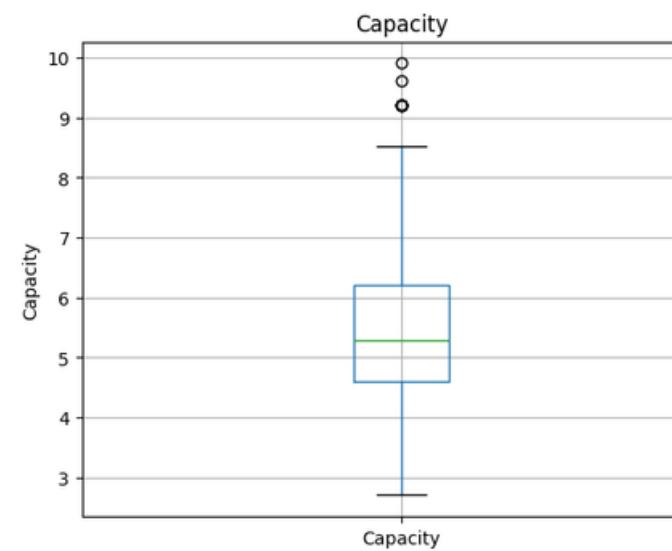
Pune and mumbai are the most boiler interested companies

ATTENDEE FORCASTING

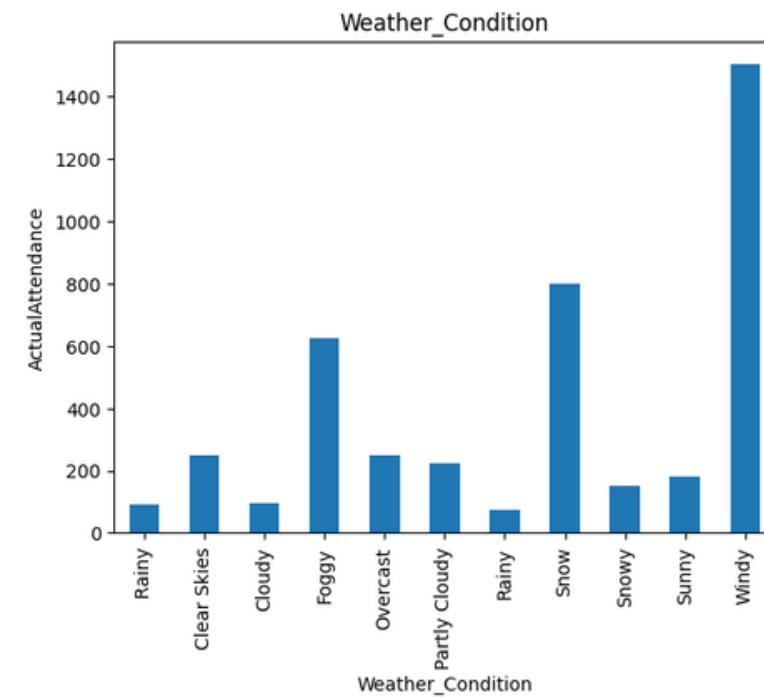
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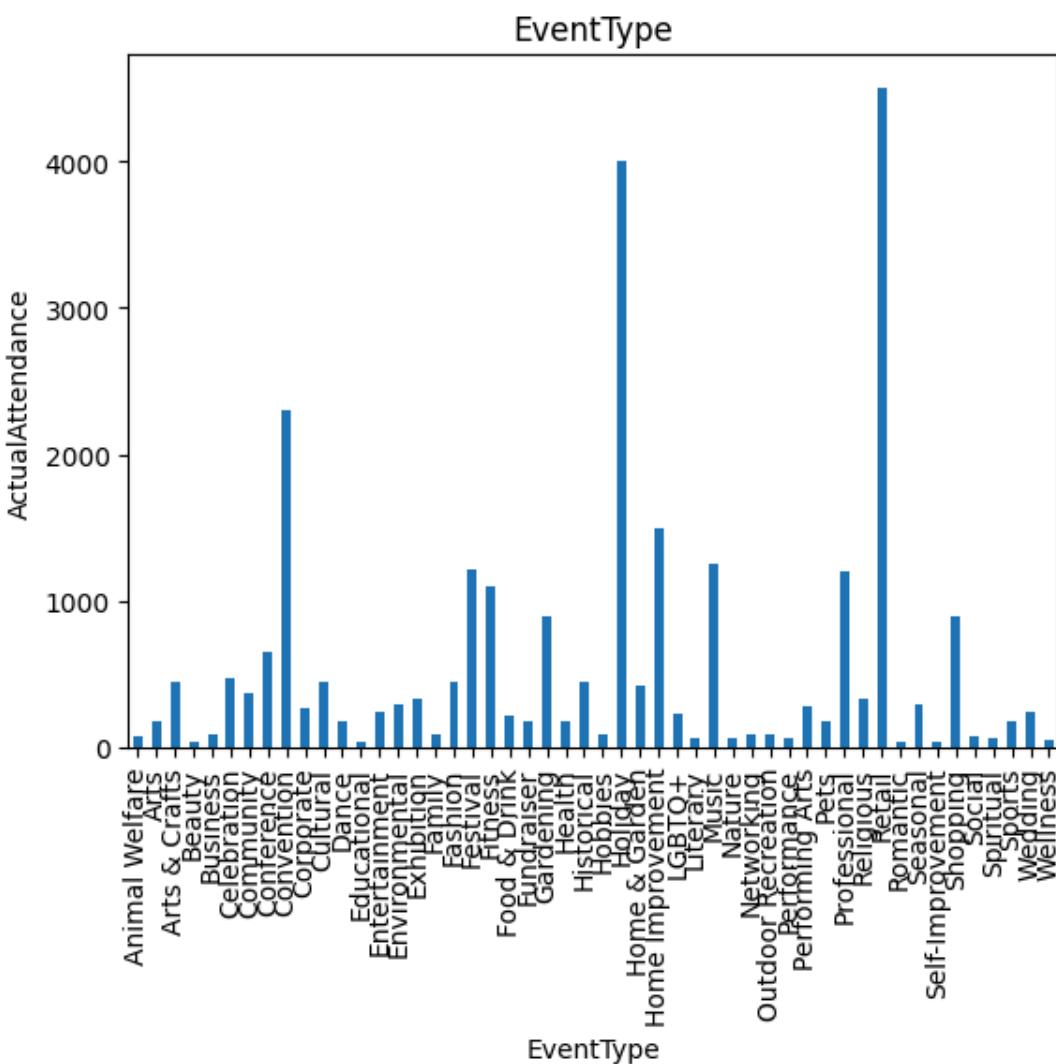
Presence of Outliers



Intuitive Features ?



class imbalance ?



Type of data handling performed:

- Demarking categorical and numerical features
- Finding missing values in each
- Based on the presence of Outliers replacing them with medians.
- Based on the Correlation Matrix , deciding Feature selection algo.

What we Did : Lasso Regression & Min Max Scaler

KNN IMPUTATION ?

Our Insights on Attendee forecasting :

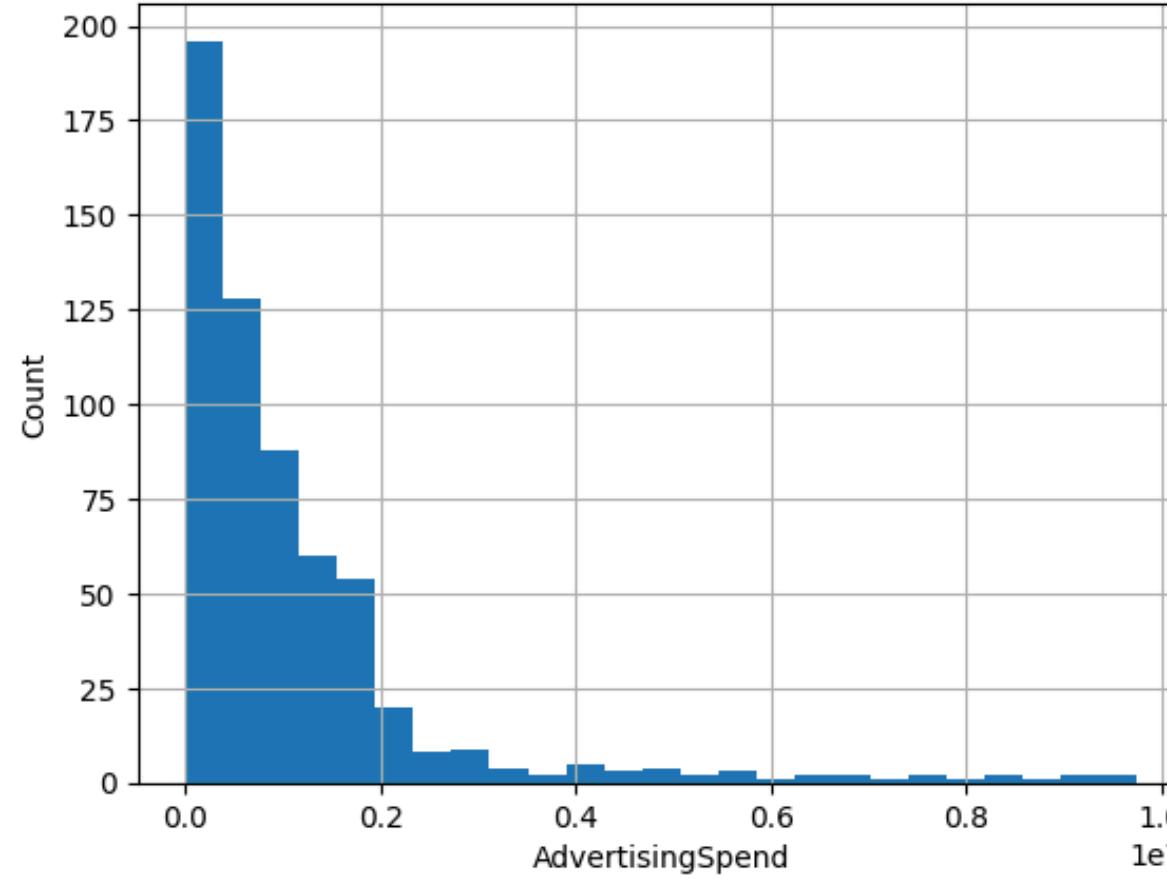
- End Time of the events was a Selected Feature
- Capacity Impacted Attendance Hugely
- Weather was dropped as a feature ?

ROI PREDICTION

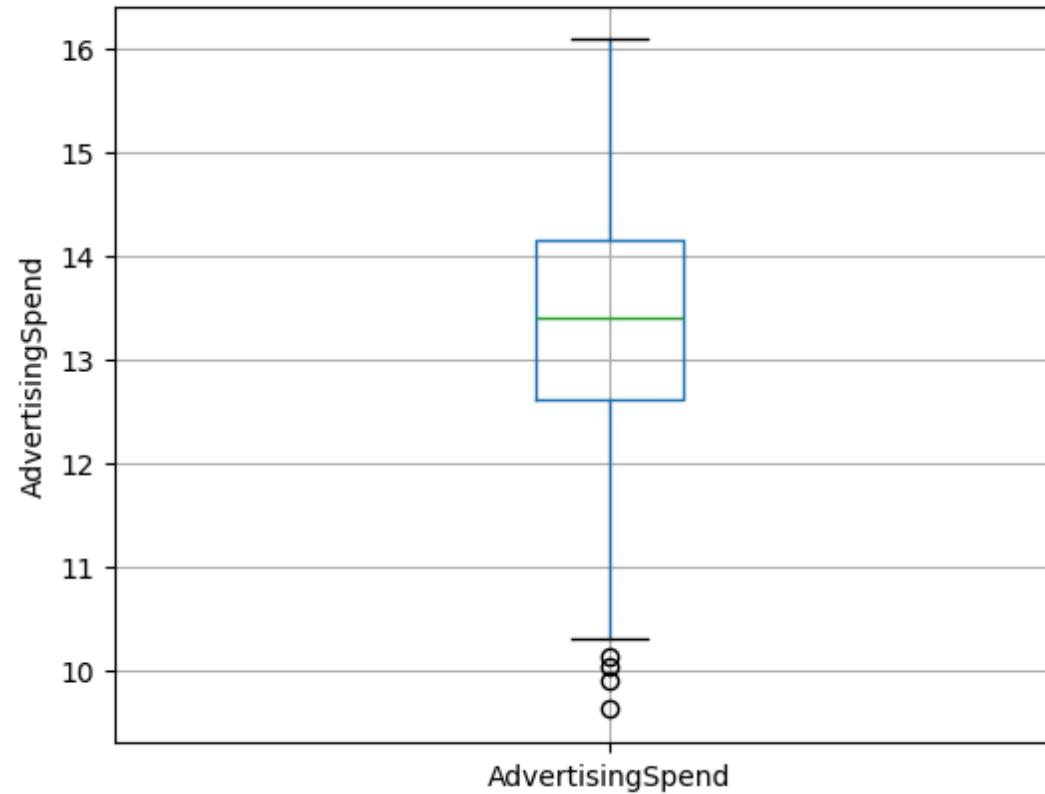
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AdvertisingSpend

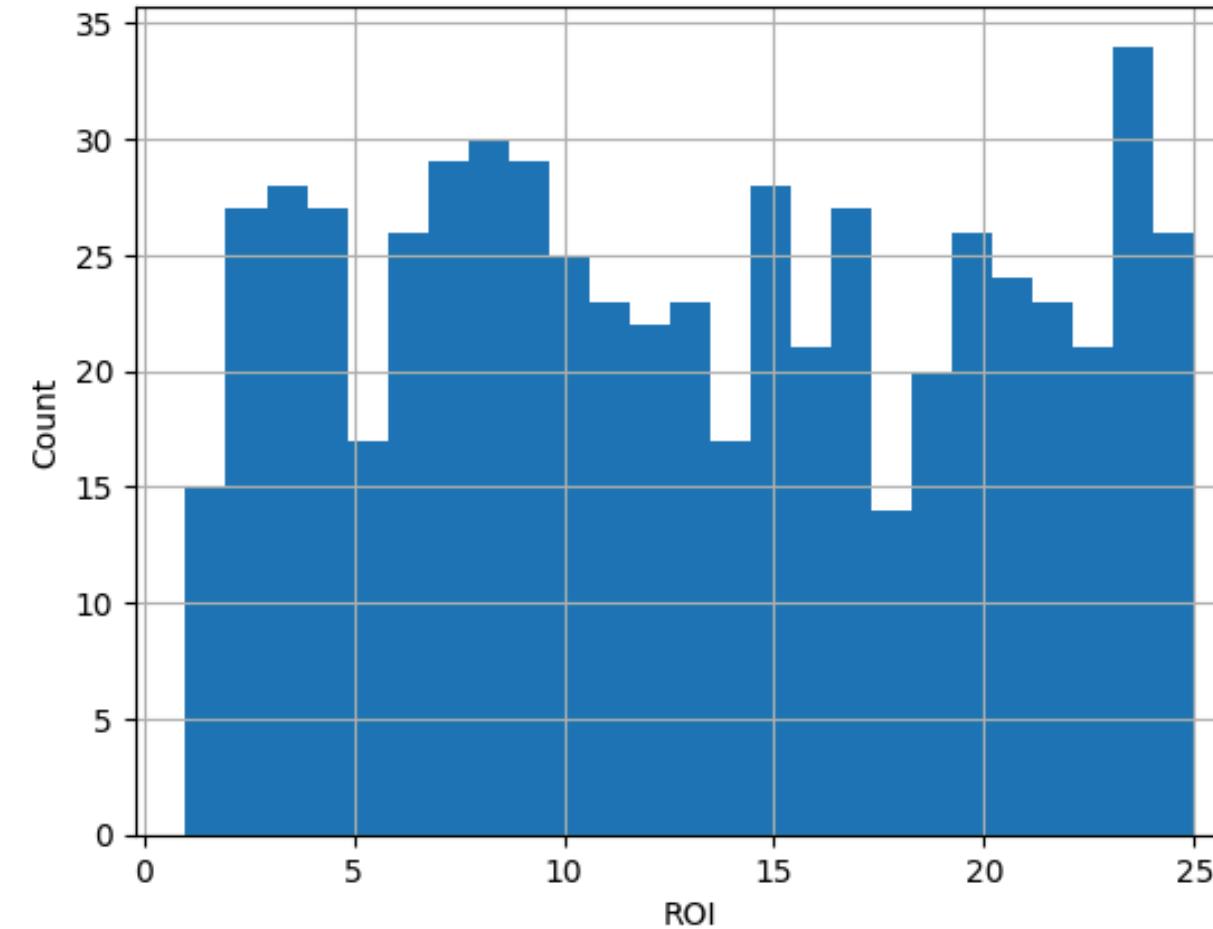


AdvertisingSpend

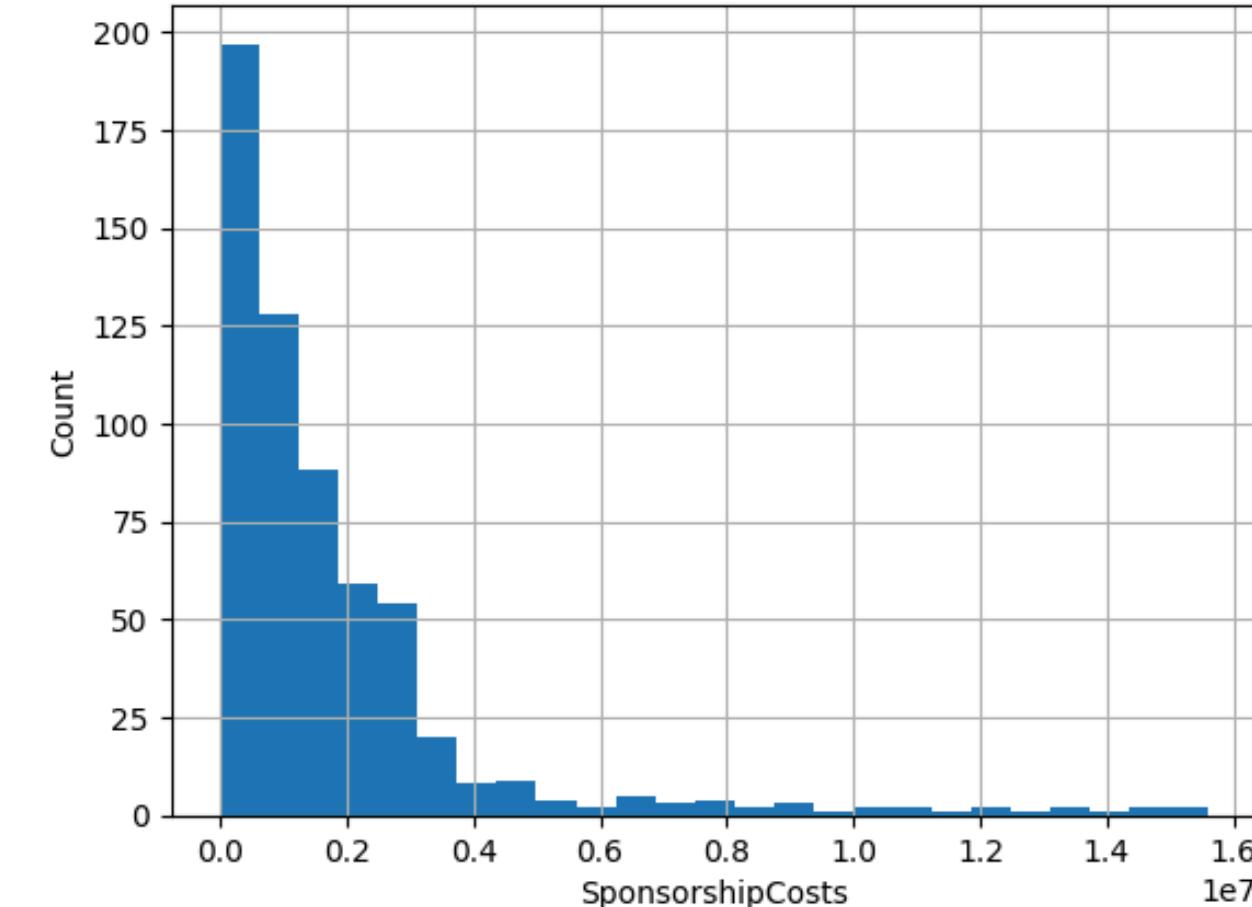


A similar datacleaning and feature cleaning strategy to Attendee forecasting was used

ROI



SponsorshipCosts



Our Insights on Attendee forecasting :

- **Sales Lift** of the sponsor was obviously a major Selected Feature
- **Outdoor Promotion Impacted Attendance Hugely**
- Wider Range of **Sponsorship Package Benefits** affected the ROI by about an additional **(38%)**

