

Case Analysis – Assignment 2 – Write up

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Insight 1	Creating binary variables gave me better results than splitting the values in more bins (intervals) for the same column. I could then think about the importance of understanding the data and use all the extracted information from the file to cross it. To use the distribution, the volume of data, correlation and impact in the logit model, all together, save me some time in engineering variables.
Insight 2	When exploring how FOLLOWED_RECOMMENDATIONS_PCT was impacted by the other variables, I realized that it had most variables in common with the test of CROSS_SELL_SUCCESS, and so, I stopped investigating it. Before that, I thought about creating a prediction model for FOLLOWED_RECOMMENDATION_PCT and use this predicted variable to predict CROSS_SELL_SUCCESS. Due to time constraints, I couldn't finish it. I'm curious to work on this test and check how accurate this prediction could be.
Recommendation	<p>By knowing which kind of food the clients ordered for that week (weekly plan), Apprentice Chef can add value to the "Halfway there" sending the wine that matches better with the order's cuisine.</p> <p>The recommendation is a robust tool in this model. Chances of cross-selling are higher among clients that follow the recommendations. Launch a campaign to enhance its recommendation process may result in a higher number of orders that follow the suggestion.</p>
AUC	0.7928