# Follow-up questions

1. What kind of additional data would you want to develop your solution? What features would you expect to be predictive and reasonable to gather?
2. What architecture / service would you prefer to use to deploy the solution to production? Consider several alternatives.
3. How would you validate that your solution works as expected in production? How would you monitor its performance and stability?
4. What would be other important considerations to keep in mind when working on this problem?

# Responses

Research Analysis Observations:

* The A and B converted with respect to the total count is the same. About 65%.
* For each partner there are 1.51 Redirects / Lead (Between 1.2 and 1.77)
* The maximum value of Lead / Partner is 2.46. The calculation is SUM(conversion\_revenue) / COUNT(DISTINCT lead\_id). There are 2 partners with 0.00 points and another 2 with less than 1.00 points. This includes 28.138 redirects out of total 314.151 (8.96%). This issue is important because if we improve the redirects we could receive more income.
* There are 21 countries with redirects and they have no revenues. The total number of countries is 39. It is 53%.
* There are leads from 4 countries that have movement (redirects) but haven’t revenues.
* In the last 2 items, the leads choose options 2,3,4,8,13,14,15,16 from the list.
* With successful cases and different countries between Lead and Redirection, there are only 486 Leads out of 62,068, so it can be said that the highest percentage of profit is usually the Leads that are redirected to the same country.
* The country that is mostly selected has 9 Partners with positive income and 2 with 0% sales. It can be seen that the % of Sale in A is 7 times less than the% of Sale in B.
* The Redirect options 7 and 12 do not generate revenue.

1. To perform a predictive analysis it would be necessary to know the behavior of our Lead and Partner. Some questions that me arise are:

Why doesn't a partner accept a Lead?

Is the list that the Lead visualizes ranked by the best Partners in their area and by those who leave us the most profits?

What are the conditions of agreement with the partners?

Is any user who downloads the app Lead or is a prior verification made to be one, such as: financial conditions, account statements, ...?

1. I used Qlikview as a dashboard tool to be able to analyze the sample data. I would have liked to have a Data Dictionary and if possible a DER to have a more effective investigative analysis.

R / Weka / Python can be used as an analysis tool and as a frontend it can be tracked in Qlikview / Tableau.

1. These tools allow once in production, to collect new test batteries and to test the changes made. So it allows you to keep track of change patterns.
2. We must consider that clients do not enter the Jeff application to obtain information from partners and that they hire them directly without our redirection. We need to create opportunities for both Leads and Partners.