




Inbound Call Optimization

Pranati Sahu, Galvanize

www.linkedin.com/in/pranatisahu

<https://github.com/psahu/project>

Mobistreak's User Funnel

 Ads get displayed
based on Customer's search

Impressions

Clicks

Cost

Company pays to Google

Calls

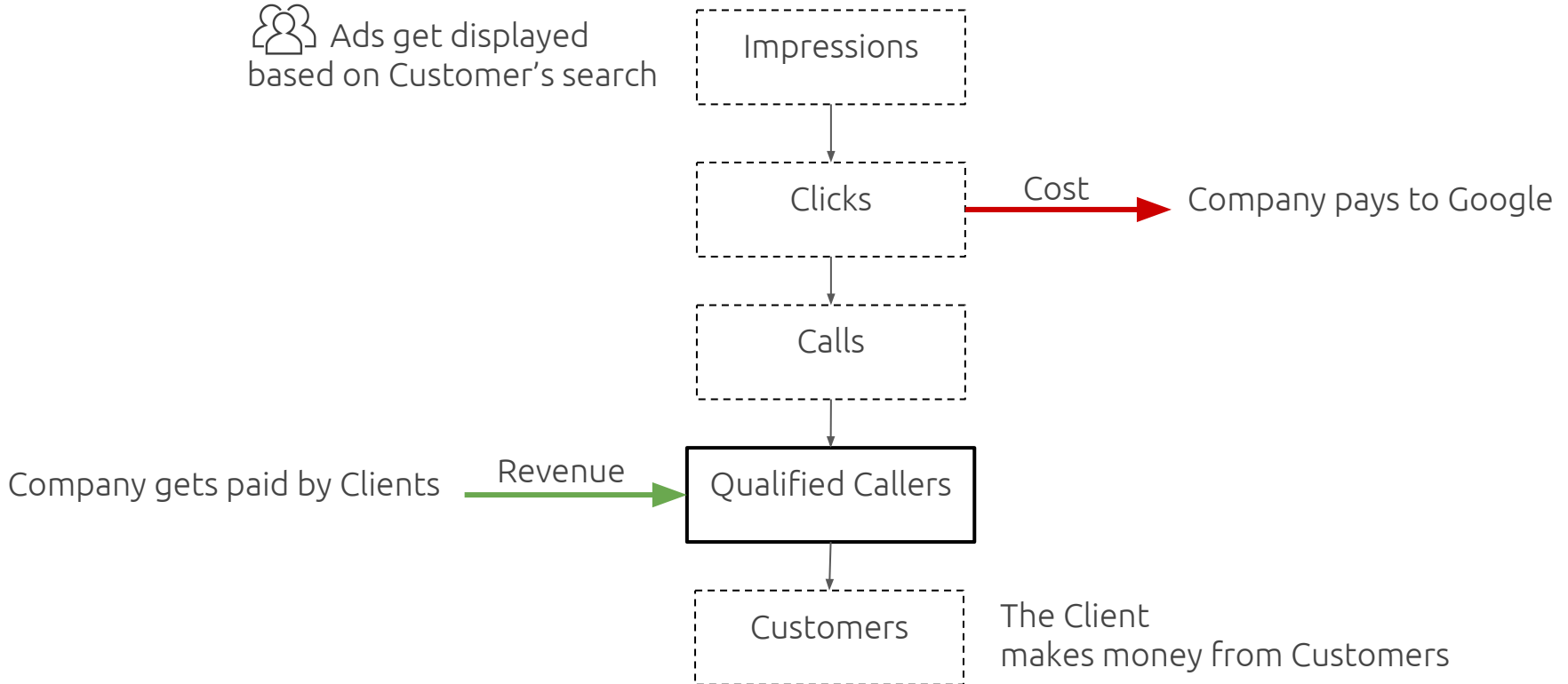
Company gets paid by Clients

Revenue

Qualified Callers

Customers

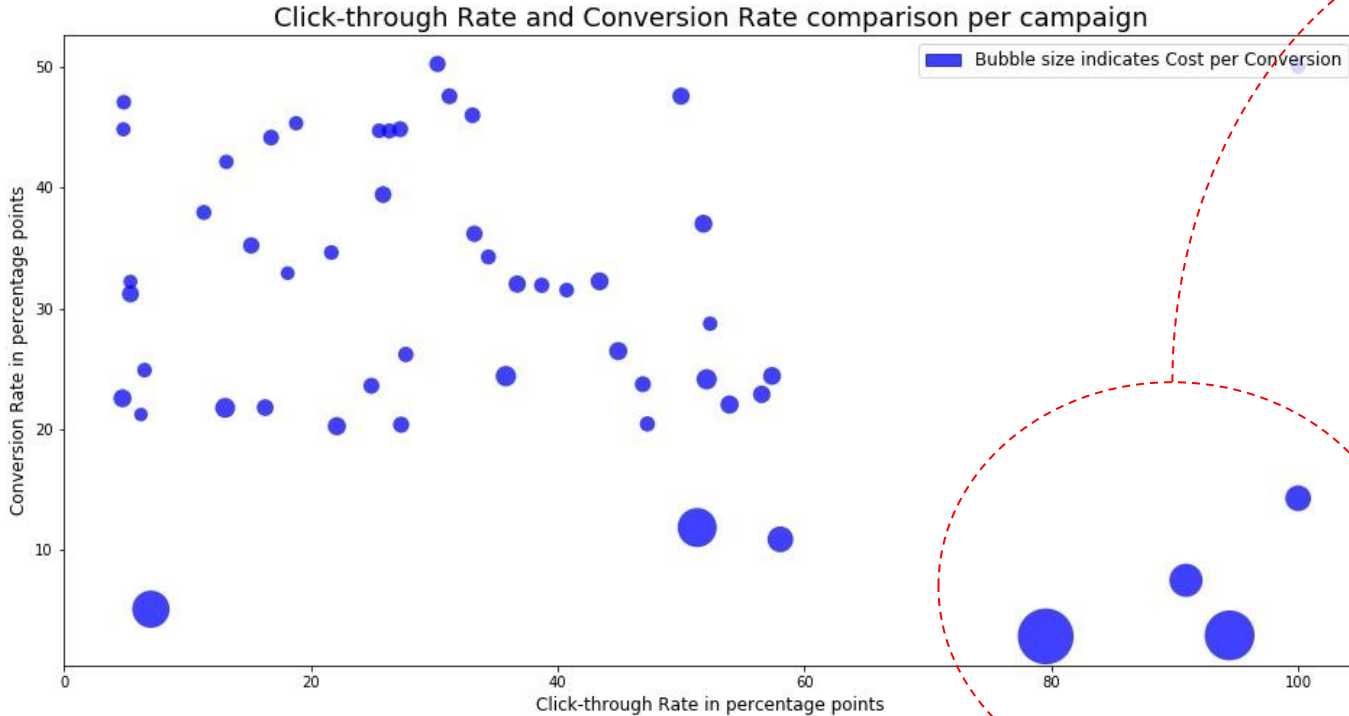
The Client
makes money from Customers



Data

- Search Info:
 - Search terms
 - Keywords
- Click Info:
 - Impressions, Clicks, Conversions, Ad position, Cost
 - Click through rate, Cost per click, Cost per conversion
- Call Info:
 - Location
 - Call Duration
 - Call time

Findings



Observations:

- Higher CTR
- Low Conversions
- High Cost per Conversion

Hypothesis:

- Unable to deliver on Ad promises
- Poor IVR model

Recommendations:

- A/B testing
- Cost Analysis

Findings

Topic Modeling using Non-negative Matrix Factorization(NMF):

- Topic 1: **Conversion Rate (28.9 %)**
number phone whirlpool maytag ge
- Topic 2: **Conversion Rate (26.9 %)**
service customer lg kitchenaid care
- Topic 3: **Conversion Rate (23.3 %)**
samsung support number contact technical

Observations:

- Similar Keywords in topics yield different conversion rate

Hypothesis:

- Different combination of keywords convert better

Recommendations:

- A/B testing

Future Scope

- Predict conversion rates from Keywords (Topics), Ad positions and other relevant features using
- Analyze Keywords using TF-IDF model to learn about Keywords and their impact on the Cost per click
- Built a stochastic model to predict click behavior
- Investigate cost, revenue and ad positioning for the present findings

Thank you!

pranati.sahu@gmail.com
www.linkedin.com/in/pranatisahu
<https://github.com/psahu/project>