

Project – Build Targeted Marketing Model

Background

SMARTMARKET has ten campaigns to send to its subscribers.

Week 1

SMARTMARKET delivers 1/10 their subscriber base campaign 1.

Campaign 2 is delivered to an equal number of subscribers that have not yet received a campaign this week.

Campaign 3 is delivered to an equal number of subscribers that have not yet received a campaign this week.

This continues until all users receive one of the ten campaigns.

All campaigns deliver to the same number of subscribers. All subscribers receive one campaign.

Week 2

SMARTMARKET sends campaign 2 to subscribers that received campaign 1 during week 1.

SMARTMARKET sends campaign 3 to subscribers that received campaign 2 during week 1.

This continues until all users receive one of the ten campaigns.

Note: SMARTMARKET sends campaign 1 to subscribers that received campaign 10 during week 1.

All campaigns deliver to the same number of subscribers. All subscribers receive one campaign.

Week 3

SMARTMARKET sends campaign 2 to subscribers that received campaign 1 during week 2.

SMARTMARKET sends campaign 3 to subscribers that received campaign 2 during week 2.

This continues until all users receive one of the ten campaigns.

All campaigns deliver to the same number of subscribers. All subscribers receive one campaign.

The pattern is repeated for 6 months (26 weeks).

Data

There are 7 columns of data.

Column 1

week_number: Relates to the week the campaign was delivered (126).

Column 2

subscriber_id: Uniquely identifies the subscriber.

Column 3

user_category: Category for the user based on several demographic criteria (A,B,C,D).

Column 4

state_id: Code that identifies the state where subscriber is located (150).

Column 5

gender: Gender of the subscriber (M,F).

Column 6

campaign_id: Uniquely identifies the campaign.

Column 7

Response: Identifies if a user responded to the campaign (0,1)Questions

Questions

Due to the cost of delivering email SMARTMARKET decides to send email to only 25% of it's subscriber base for week 27.

Given the data provided:

- (1) Which subscribers would you send email to?
- (2) Which campaign(s) would you deliver to them?
- (3) What do you expect the response rate to be?