

TEST 2

Duration: 40 minutes

Description about dataset:

ABC Finance Company would like to run a new campaign through two channels (mobile application, SMS) to **push client to calculate offer**, so the campaign team run a testing campaign on March 1st, 2023 with 4000 clients through two channels to test performance before applying it for all client. For each channel, the campaign team used a content.

Goals of campaign:


- Choose the best solution to approach all client for the next 3 months.
- Evaluate the new content.

After running the campaign, the data is exported from operational system into the excel file.

One row is one task push to client with:

No.	Name column	Description
1	created_date	Creation Date of Task
2	task_id	Task ID (unique key)
3	customer_id	Customer ID
4	client_segment	Client segmentation of Campaign: -CT: Control Client; -TG: Target Client
5	type_task	Type of Task: - SMS: send SMS to client - PUSH_APP: send notification through app mobile
6	flag_delivered	Flag 1 if task was delivered to client, else 0
7	flag_inbound_call	Flag 1 if client had inbound call (client call to the hotline company to get support) within 2 days from date creation task
8	flag_calculating_offer	Flag 1 if client calculated offer within 2 days from date creation task
9	calculating_channel	Channel of calculating offer is made: - APP: client calculated offer in App - TLS: client calculated offer through TLS)

Content:

Channel	Content
SMS	(QC)Dien thoai, may tinh dang giam gia cuc sock nhung ban chua co tien ngay, so bo lo? Tai ABC company cung cap cac khoan vay tra gop linh hoạt voi thu tuc don gian, nhanh chong de dang. Hay kiem tra khoan vay va 0% tai App https://bit.ly/app_1 . Hoac goi ngay hotline 09090909 (mien phi) de nhan ho tro. Tu choi soan TC ABC gui 1551
Push App	 Mỹ Diệu mew đã mua iphone, laptop. Các sản phẩm công nghệ đang giảm sock!!!! ⚡ Bạn không muốn bỏ lỡ, chỉ 2 phút ABC cung cấp cho bạn một khoản vay trả góp với thủ tục đơn giản lãi suất 0%, trả góp linh hoạt. Hãy nhấn kiểm tra ngay bạn nhé!

You are a data analyst in the ABC Finance Company, basing on the data and **using Python** to evaluate this campaign.

Some useful measures which **can help you** evaluate:

- Number of client calculated offer
- Number of inbounds call which client called to hotline of company
- Number of offers is done by Channel
- Conversion rate: $\text{Number of scoring} / \text{Total Task}$
 - o Conversion rate by Channel (to evaluate each channel)

You can **visualize the key measures into a report or tell a story** to help the campaign team **easy to realize the performance of this campaign and suggest the solution** to run the new campaign for next 3 months.

