Project Ideas (Capstone 1) - Bazeley, Mikiko

Given my years of experience working on the business side of data (finance, sales operations, customer success, and product adoption), there were three recurring business questions that stood out as being great candidates for a machine learning/data science project.

1) **Lead Scoring -**
   - Currently my company pays an external vendor to score leads. We're going into FY2019 with ambitious goals for demand gen in order to meet some hefty targets. Being able to validate lead quality and understand our ideal customer profiles would be a big win.
   - Data we currently have available comes from salesforce, linkedin and facebook (two of our major advertising sources). We've discussed internally about the need for additional account and user meta-data but for the most part we're unable to do multi-attribute modeling on leads, so there might be some data merging that would need to happen. All this data (along with the opportunity and account data) is then stored in a central data warehouse (an AWS instance).

2) **Oppty Monitoring/Propensity to Purchase**
   - Similarly to the Lead Scoring project, being able to adequately triage and understand the opportunity pipeline would be a huge value add.

3) **Customer Health Scoring or User Product Adoption**
   - These two ideas came from my experience working in product adoption and customer success.
   - ***Customer Health Scoring -***
     i) In customer success we were constantly asked for reports on the status of our customers, impact on renewals for sales, and areas of opportunity, especially after server and product crashes. Other than anecdotal information, we had very little understanding about where customers stood and needed to use a manually driven, totally subjective "Red/Yellow/Green" labeling system.
     ii) We attempted at some point to try to utilize the renewals data to classify and cluster customers but really had no clue what we were doing. Senior leadership also attempted to manage the outcomes of the project (with no experience in data, analytics, or strategy), ultimately resulting in a huge mess.
     iii) Ideally, if the project had worked, the eam would have used the Customer scoring to proactively pursue low-scoring customers or customers on the decline.
   - ***User/Feature Adoption -***
     i) Similar context and background to Customer Health Scoring.
     ii) Ideally, we would have like to understand:

(1) Who are adopters were
(2) What they were doing that worked
(3) How to cultivate and grow these adopters