

Recruitment Funnel Optimization

March 2020

This project was solely based on using data wrangling and visualizations to discover insights that could be used to optimize the Insurance Agent Recruitment Funnel for an Insurance Mediator firm. I was the only resource deployed by Valiance on this and I had excellent support from the clients. I handled all project related activities independently without the need for close supervision. Below are the themes of data that I analyzed in this project:

- Demographic Data
- In-App Event Stream Data
- Call Center Data
- Email and SMS engagement Data

All of these pieces of data were looked at through a lens of the phase of the recruitment funnel the agents associated with the data were in. More information about this project can be found at https://valiancesolutions.com/case_study/agent-recruitment-funnel-optimisation/

My responsibilities in this project were to as follows:

- Completely responsible for data stitching and wrangling.
- Completely responsible for exploratory analysis and visualization
- Sole point of contact for the client to assist them with any question they wanted to ask from the data.

The entire project was completed using R and RStudio. All reports were reproducible and generated using RMarkdown.