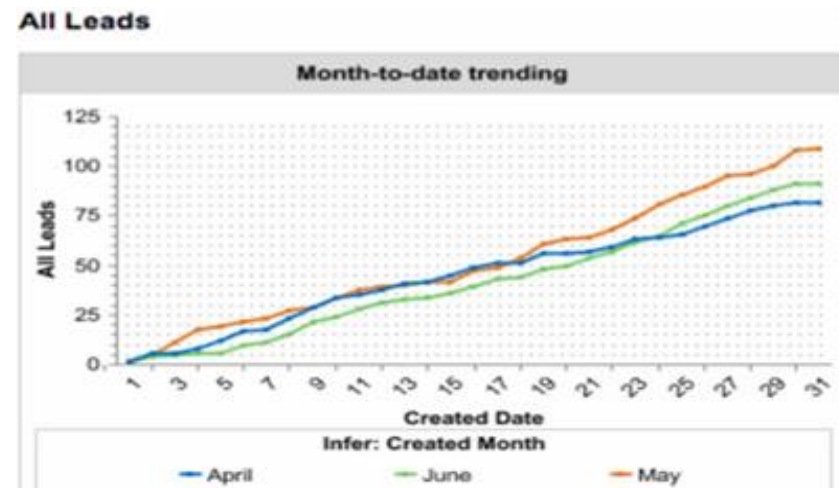
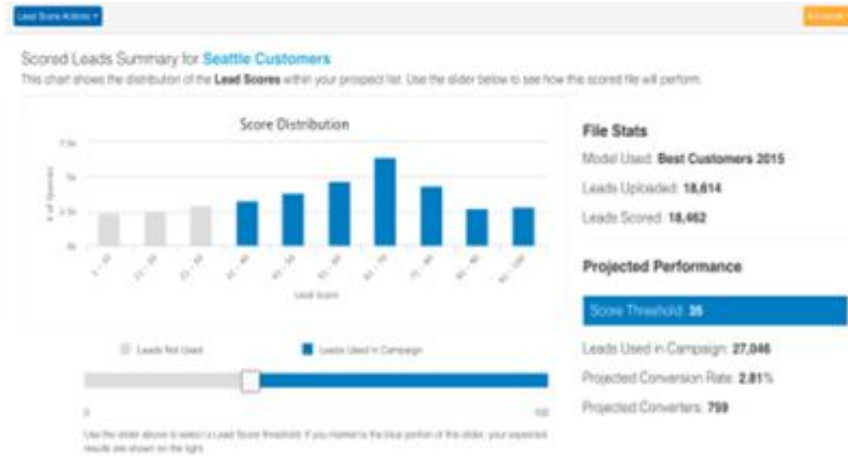


Customer Targeting



Request and Guidelines Provided

- **Client:** A market leader in the Indian time-share hospitality domain
- Build a predictive lead scoring model for lead prioritization and improving the sales conversion
- Evaluate a campaign's effectiveness based on leads and sales generated

Methodology and Final Deliverable

- Using multiple attributes, built a predictive lead scoring model comprising of multiple different algorithms
- Back tested the results with the historical data to validate the hypothesis and the model's effectiveness
- Back tested the model performance on past campaigns and identified the top and bottom performing campaigns

Tools/Technology used : R, MS Excel