

Email Performance & Personalized Recommendations

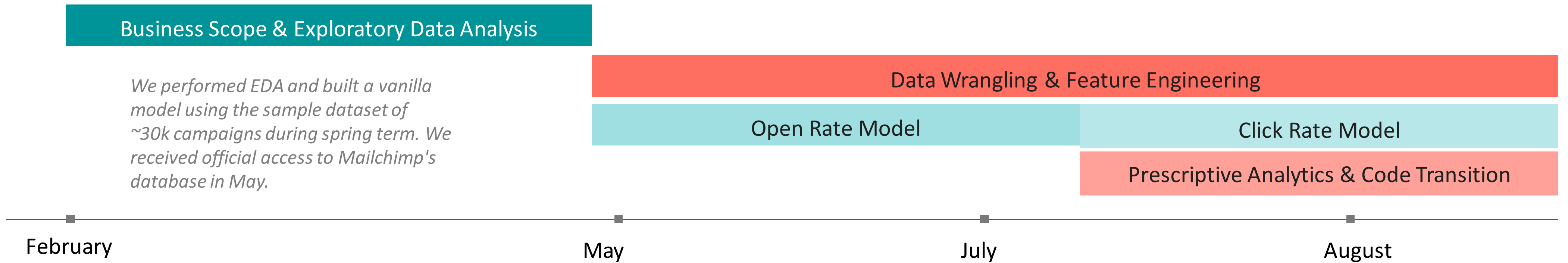


Empowering Mailchimp users one email at a time

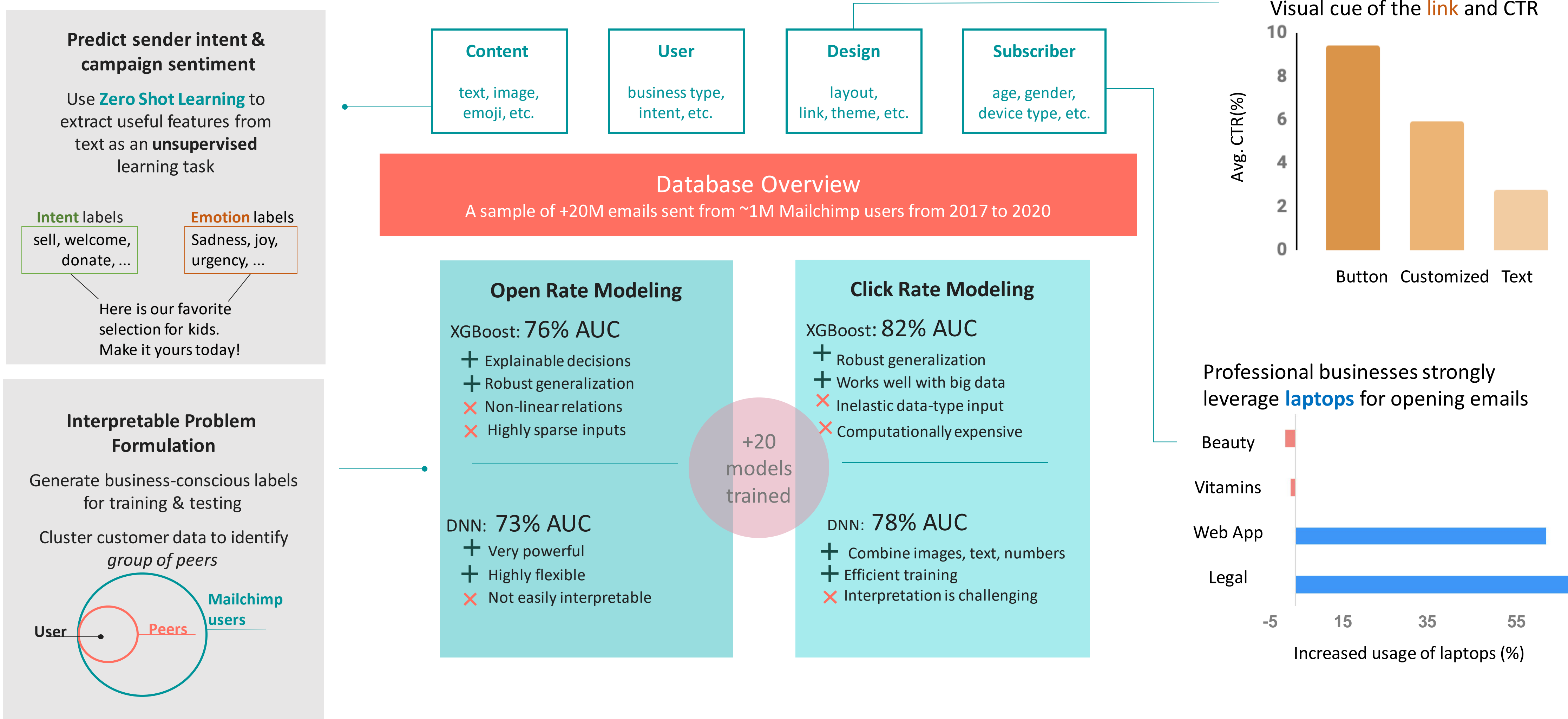
PROJECT SCOPE

The goal of the project was to develop analytical models that can predict the **open rate** and **click through rate** of email campaigns, thereby providing actionable recommendations for Mailchimp users to **boost** their **campaign performance**. Throughout the project, we worked at the Data Science Content team under the umbrella of Product department at Mailchimp.

TIMELINE

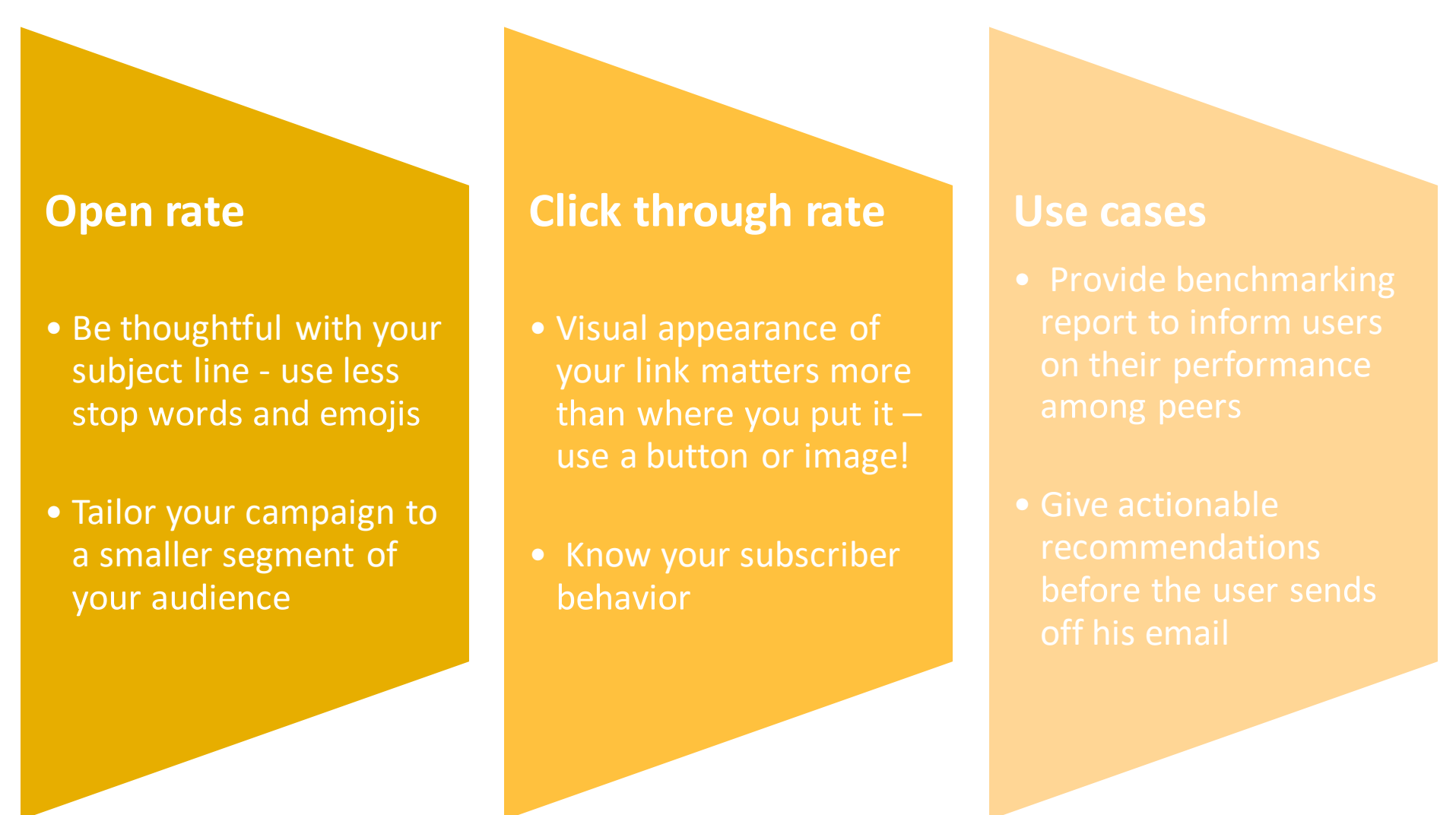
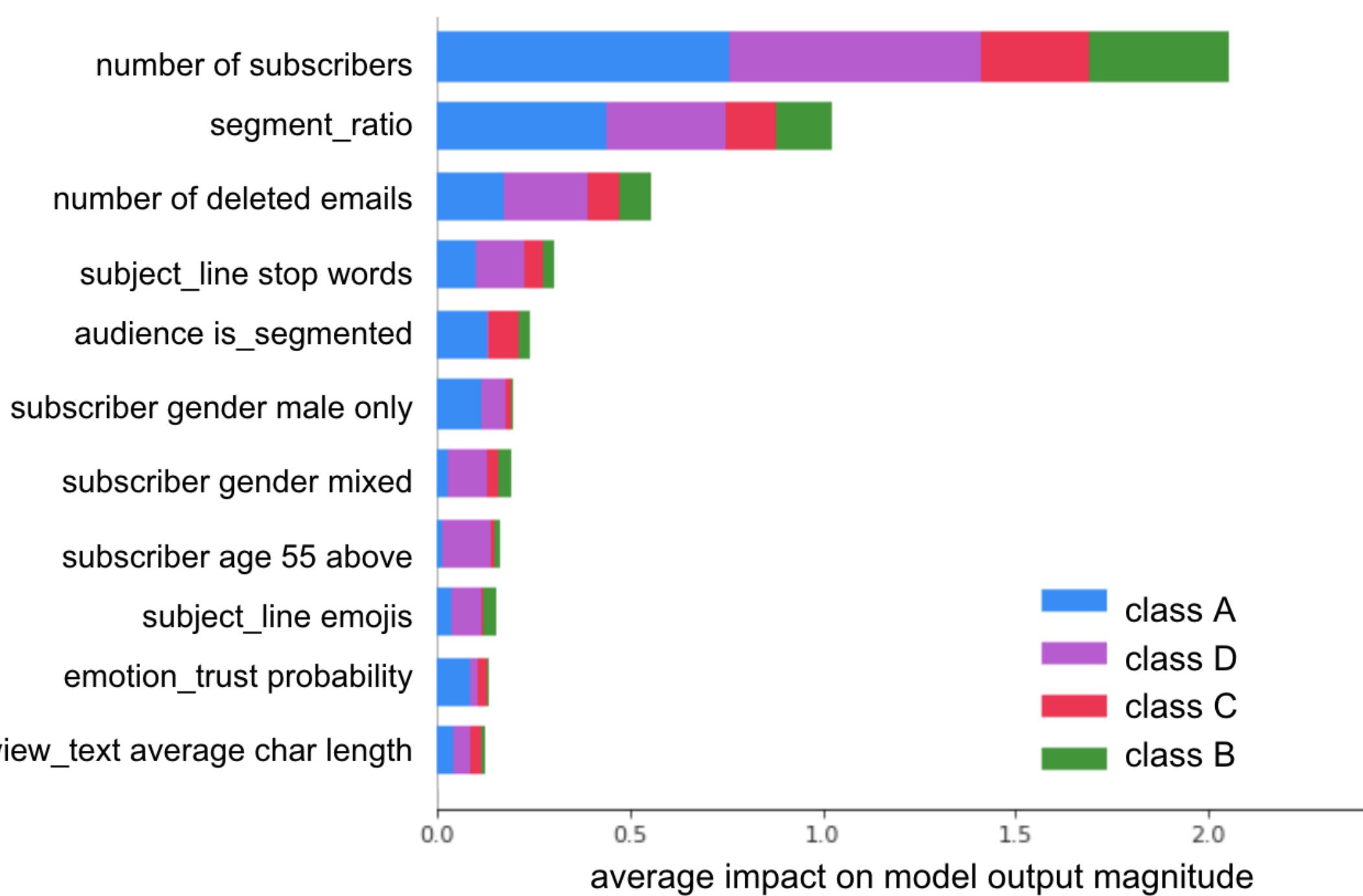


PIPELINE & METHODS



ANALYSIS & INSIGHTS

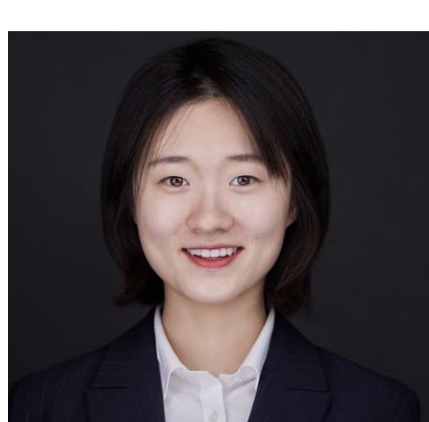
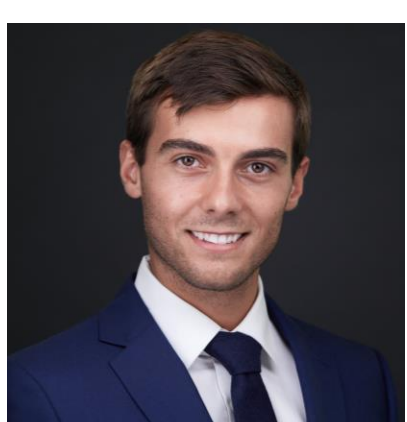
Individual feature shapley values - Open Rate



NEXT STEPS

The results achieved provide Mailchimp with **advanced analytics** tools that empower users significantly on the company's existing status-quo. Suggested next steps include:

- Collect granular data on subscriber behaviors, such as their tenure with the user, activity level, etc.
- Fine tune models with additional features and enhance prediction performance to arrive at a good product prototype
- Negotiate with product managers to get ready for launching new relevant product features



Alessandro Previero (previero@mit.edu)
Brandy Piao (jpiao@mit.edu)
Mailchimp | Atlanta, GA
Mailchimp Mentor: Muhammed Ahmed
Faculty Advisor: Rahul Mazumder