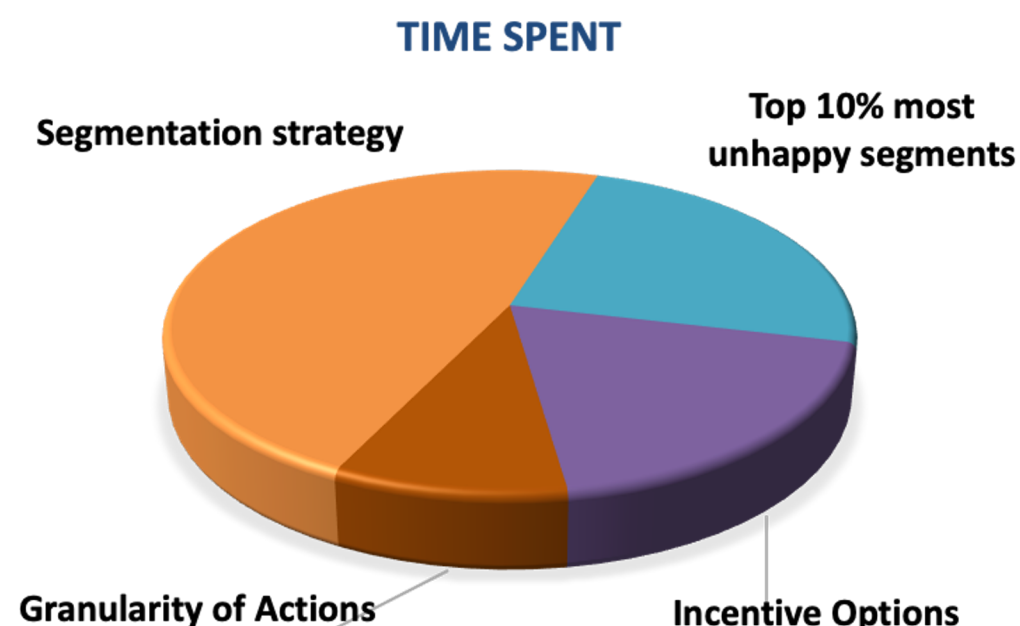


Internship: Wayfair LLC, Operations Co-op, Customer Service – Analytics & Insights



Project: Winback Campaign

To win back unhappy customers who have had a negative experience with Wayfair by reaching out to them and apologizing for issues in near real time through ongoing scalable marketing program



MEM Skills Applied

- **Strategic Thinking** – developing Segmentation strategy and most affected segments with limited customer data
- **Agile** – Addressing an unclear problem through sprints and being diligent about milestones
- **Decision Making** - developing measurement framework and estimating ROI

Tools Used

- **Google Big Query** – Real-time Customer Data
- **Looker** – Data Visualization
- **SQL** – Segmentation Logic

Lessons Learned

- Working in iterations and getting constant feedback is key for sustainable outcome
- Spending more time on defining the problem is worth it
- Cross-functional Leadership and effective communication