

# Quero Educação G-Lab 2018

## Our Team



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## Our Company



São José dos Campos, SP Brazil

An online marketplace offering discount enrollment waivers to private universities

## The Project

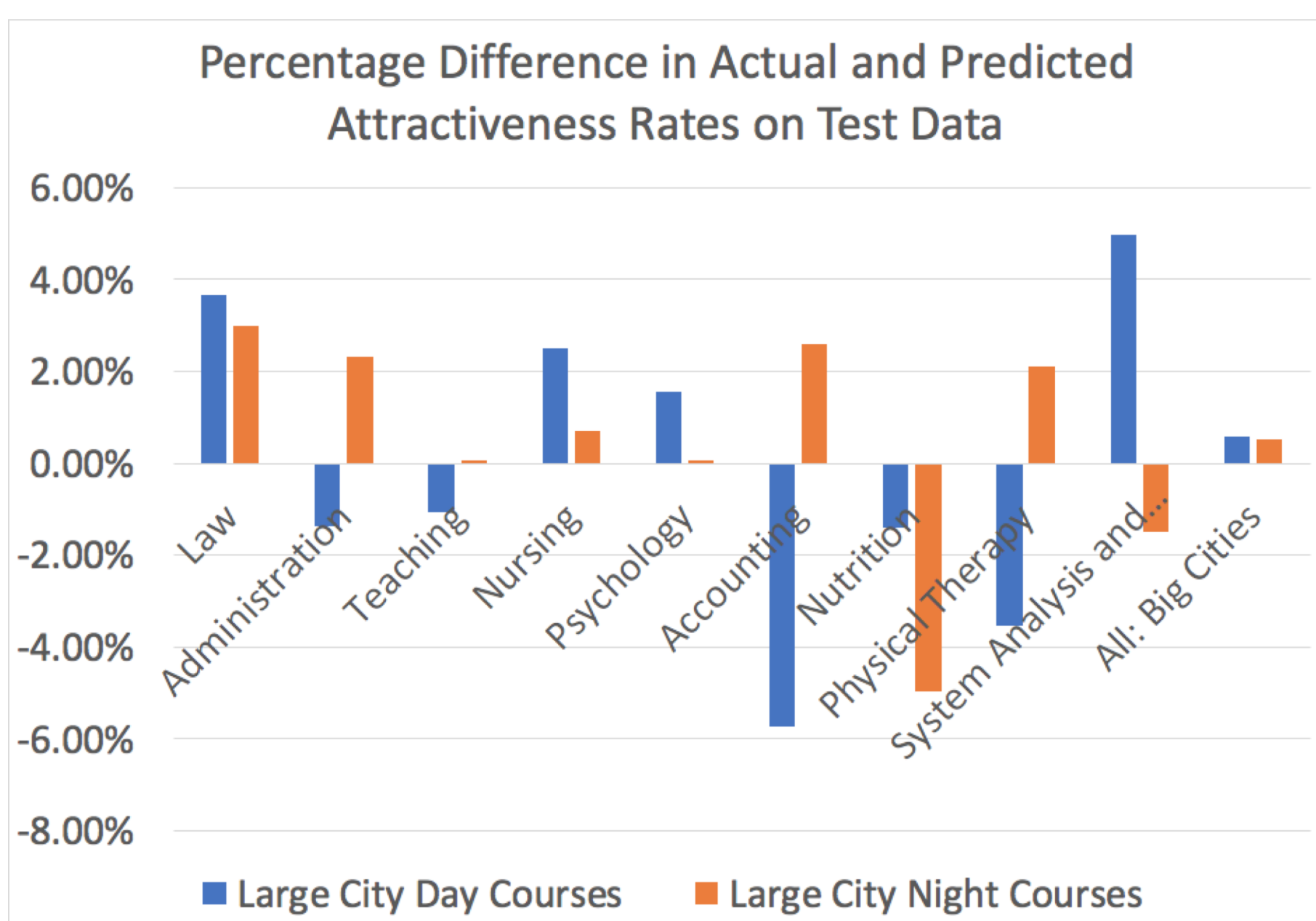
Goal of the project was to better understand Quero's conversion rates to enable better inventory management and revenue projections.

- Attractiveness Rate - Transition from search/visit to order generation
- Success Rate - Percentage of orders that are completed with payment

### Important Independent Variables

Price and Value	Course and Student Characteristics	Display and Time Factors
Discount Percentage	Length of program	Peak Season
Offered Price	Size of city	Off Peak season
Full Price	Distance from Student	Page of search results
Review Score	Specificity of search	Top 3 results displayed
Brand Awareness		
Brand and Course Value		

### Attractiveness Model Results



Model restricted to large cities (>400k), on-campus, and day courses

	Law		Administration		Teaching		Nursing	
	Coefficients	Margins	Coefficients	Margins	Coefficients	Margins	Coefficients	Margins
offered_price	-0.00147	-0.01% ***	-0.0023	-0.02% ***	-0.00281	-0.02% ***	-0.00191	-0.01% ***
full_price	0.00022	0.00% ***	0.00032	0.00% ***	0.00041	0.00% ***	0.00023	0.00% ***
course_length_in_months	n/a		n/a		-0.0168	-0.14% ***	-0.00515	-0.04% **
pop_100k	-0.00462	-0.03% ***	-0.00448	-0.03% ***	-0.00436	-0.04% ***	-0.00411	-0.03% ***
university_brand_awareness	-0.00012	0.00% ***	-0.00007	0.00% **	-0.00011	0.00% **	-0.0001	0.00% ***
university_avg_brand_value	0.00111	0.01% ***	0.00099	0.01% *	0.00148	0.01% **	0.00044	0.00% .
log(distance)	-0.01941	-0.02% **	-0.00984	-0.01% *	-0.0496	-0.04% ***	-0.02806	-0.02% ***
current_page	-0.02477	-0.18% .	-0.03976	-0.30% *	-0.03979	-0.33% *	-0.02396	-0.18% .
peak1	0.1227	0.91% **	0.2694	2.05% ***	0.16	1.35% *	0.04769	0.36%
peak2	-0.05326	-0.39%	-0.0255	-0.19%	-0.00882	-0.07%	-0.209	-1.59% ***
offpeak	-0.06318	-0.47%	-0.1944	-1.48%	-0.15	-1.26%	-0.4092	-3.11% ***
course_specified	0.5139	3.79% ***	0.5381	4.09% ***	0.5371	4.52% ***	0.5211	3.96% ***
university_specified	0.1428	1.05% ***	0.1439	1.09% **	0.07485	0.63%	0.238	1.81% ***
shift_specified	0.4065	3.00% ***	0.4149	3.15% ***	0.5592	4.70% ***	0.1984	1.51% **
Log Likelihood	-17.229		-7.880		-8.004		-14.963	
Pseudo R2	1.69%		2.34%		2.65%		1.92%	
# obs (train)	62,280		27,969		26,295		52,990	
Actual Conversion rate (train)	8.11%		8.40%		9.44%		8.38%	
Diff. from Actual	3.65%		-1.37%		-1.07%		2.51%	

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### Logistic Regression Model Calibration:

Coefficients:

	Estimate	Std. Error	z value	Pr(> z )
(Intercept)	-2.105e+00	7.380e-03	-285.181	< 2e-16 ***
price	-5.071e-04	5.654e-06	-89.695	< 2e-16 ***
order_value	9.014e-03	1.025e-03	8.795	< 2e-16 ***
Income_2_4	2.816e-01	3.912e-03	71.984	< 2e-16 ***
peak	1.559e-01	3.966e-03	39.320	< 2e-16 ***
campStill	-3.115e-02	4.492e-03	-6.935	4.06e-12 ***
sameState	2.111e-01	6.919e-03	30.506	< 2e-16 ***
Vestibulando	5.777e-01	4.628e-03	124.816	< 2e-16 ***

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### Used Model to Estimate Price Elasticity

