

case study

PROJECT

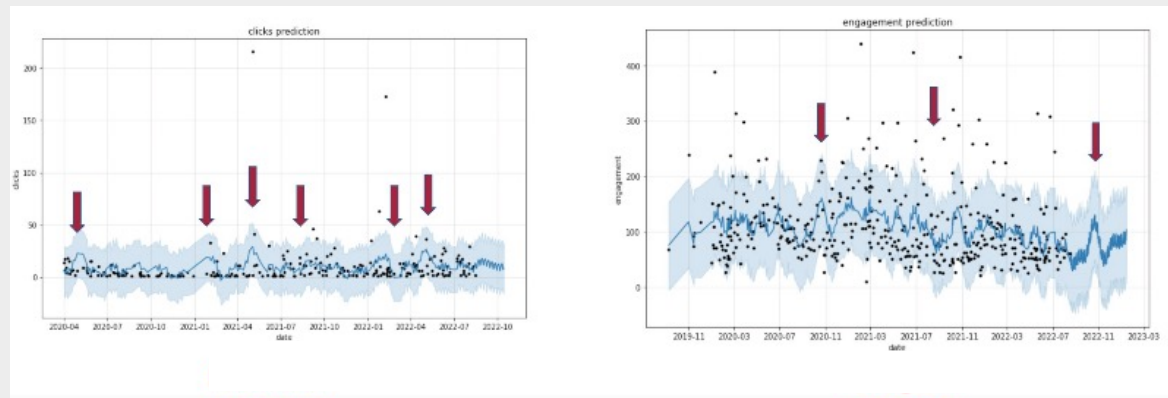
Align Technology partnered with the Analytics Accelerator to use data analytics to identify the best **conversion** channels based on their marketing campaigns.

APPROACH

The student team identified the most active ways to promote Align Technology's products using salesforce segmentation analysis with statistics, weight of evidence and logistic regression. The team also used predictive modeling to identify customers with clustering and machine learning to determine the factors that affect the probability of a sale.

SOLUTION

The team **provided instrumental insights on specific marketing and sales initiatives that are the most effective in generating leads and conversions among different customer segments.**



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The rapid immersion into the data and use of the multiple analytics approaches to test hypotheses and work the problem statement end-to-end was impressive. This demonstrated the capabilities Align is looking for in early career talent and provides a bridge to access early career roles at Align, which is exciting for the students and the future of our organization.



Nathan Minnich
Vice President
Align Technologies