



TRANSORG
ANALYTICS

A Tele shopping company was able to maximize revenues by scheduling TV shows intelligently using machine learning algorithms and predicting best airing time for a product based on its attributes.

Business problem

- Predicting best time of the day to air a show for a product among a list of available products
- Predicting the number of orders for a running show
- Scheduling TV shows intelligently using the results of the above 2 problems

Approach

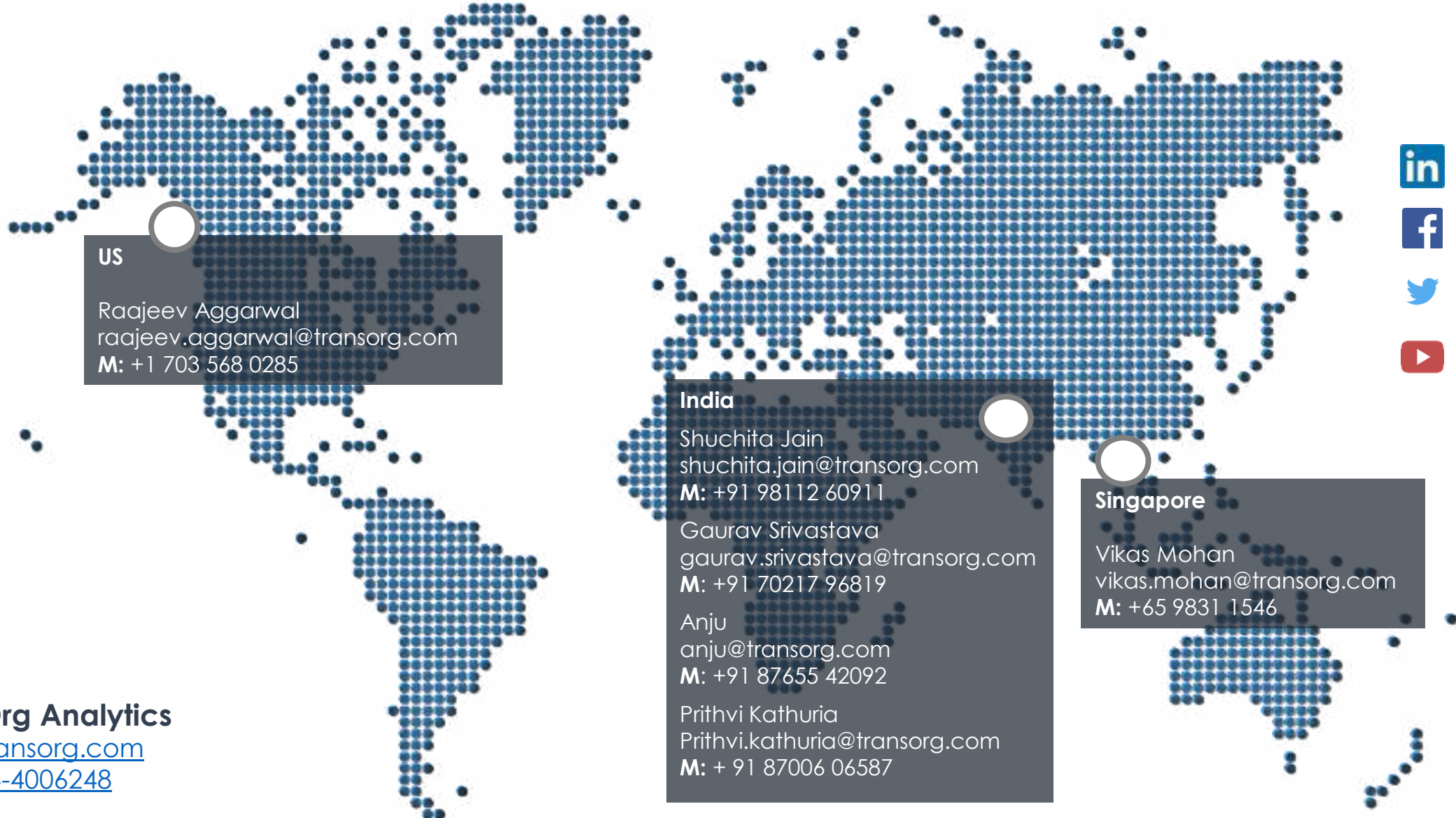
- Identified all the relevant data points which could serve as an important attribute, from client pool of data
- Built automated pipelines to pull raw data from their servers, clean the raw data, and do feature engineering on it
- Built an ensemble model based on sequential predictors
- Predicted the number of orders a product could garner for all possible airing times of the day
- Scheduled TV shows so as to maximize the revenue from sale of products for all shows aired

Impact

- Predicted number of orders for 80% of the shows with around 80% accuracy
- Intelligent scheduling of TV shows to maximize revenue

Contact us





We are a phone call away!



US
Rajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

India
Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911
Gaurav Srivastava
gaurav.srivastava@transorg.com
M: +91 70217 96819
Anju
anju@transorg.com
M: +91 87655 42092
Prithvi Kathuria
Prithvi.kathuria@transorg.com
M: + 91 87006 06587

Singapore
Vikas Mohan
vikas.mohan@transorg.com
M: +65 9831 1546

-  [LinkedIn](#)
-  [Facebook](#)
-  [Twitter](#)
-  [YouTube](#)

TransOrg Analytics
www.transorg.com
[+91-124-4006248](tel:+11244006248)