

78.1

Insights Report

DASHBOARD

Phase_2



Phase 1 — Customer Insights & Target Market

🎯 **Target Segment Identified:** 18–25 age group

📊 **Segment Share:** ~26% of customer base

💰 **Lower Income:** < ₹50k annually

🛒 **High Online Shopping Engagement**

⚠️ **Low Credit History:** ↓ credit score & ↓ credit limit

💳 **Low Credit Card Usage → Activation**

Opportunity

🛍️ **Top Categories Purchased:**

💻 Electronics



Phase 2 — A/B Testing & Campaign Results

📊 **Sample Size Determined by Power Analysis**

⚠️ **Effect Size Selected:** 0.4 → **100 Test Customers**

🔄 **Control Group:** 40 matched customers

⌚ **Campaign Duration:** Sept–Nov 2023

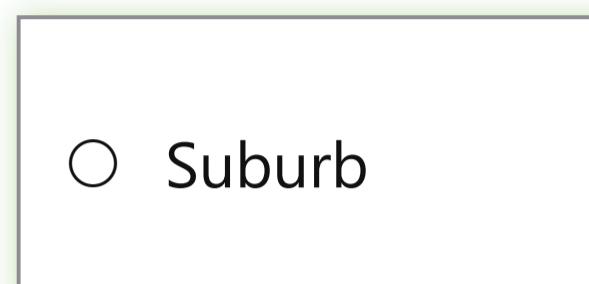
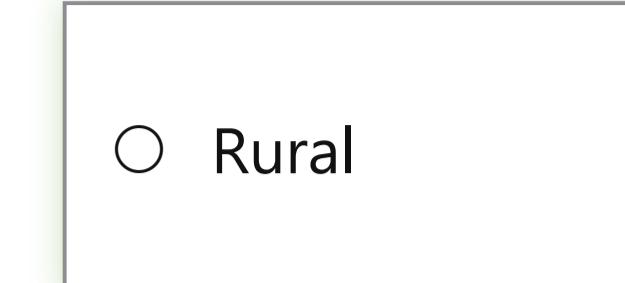
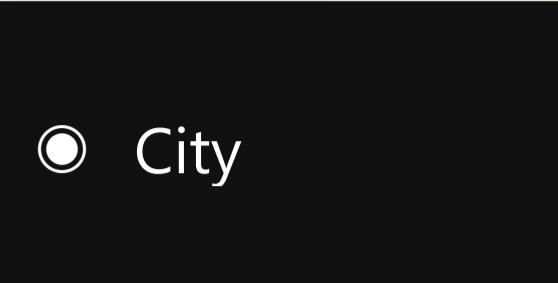
🚀 **Conversion Achieved:** 40% (40 active users)

💰 **Average Transaction Values**

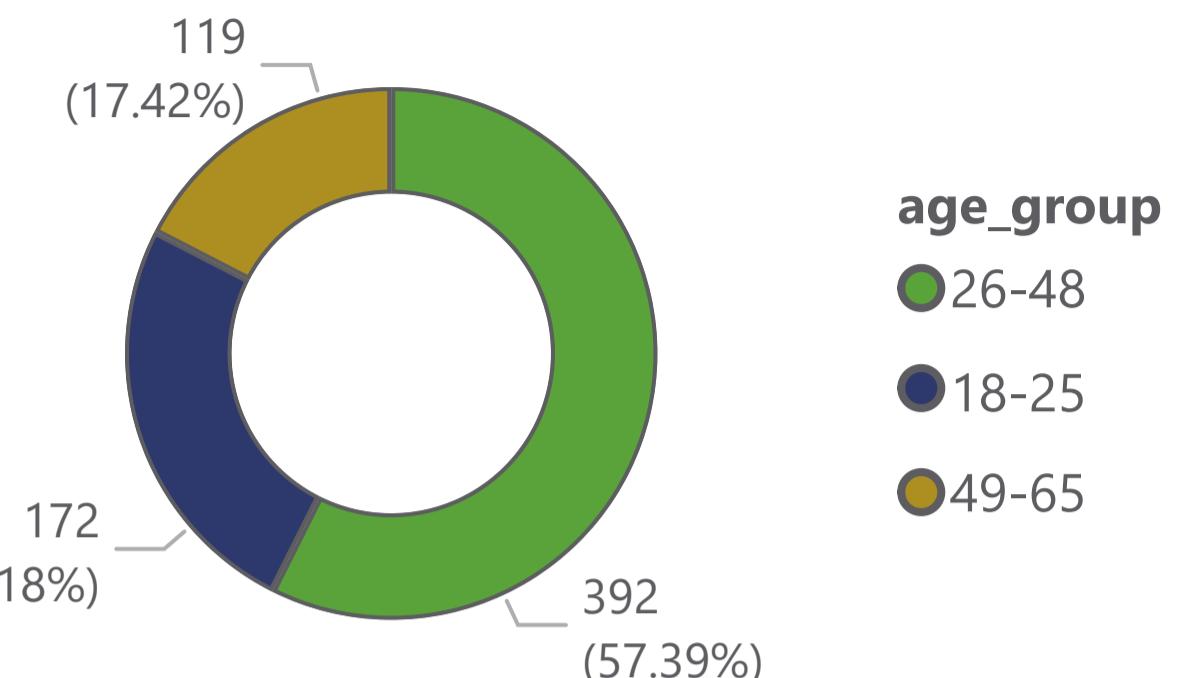
🟢 **Test Group:** 229.67

🔵 **Control Group:** 226.26

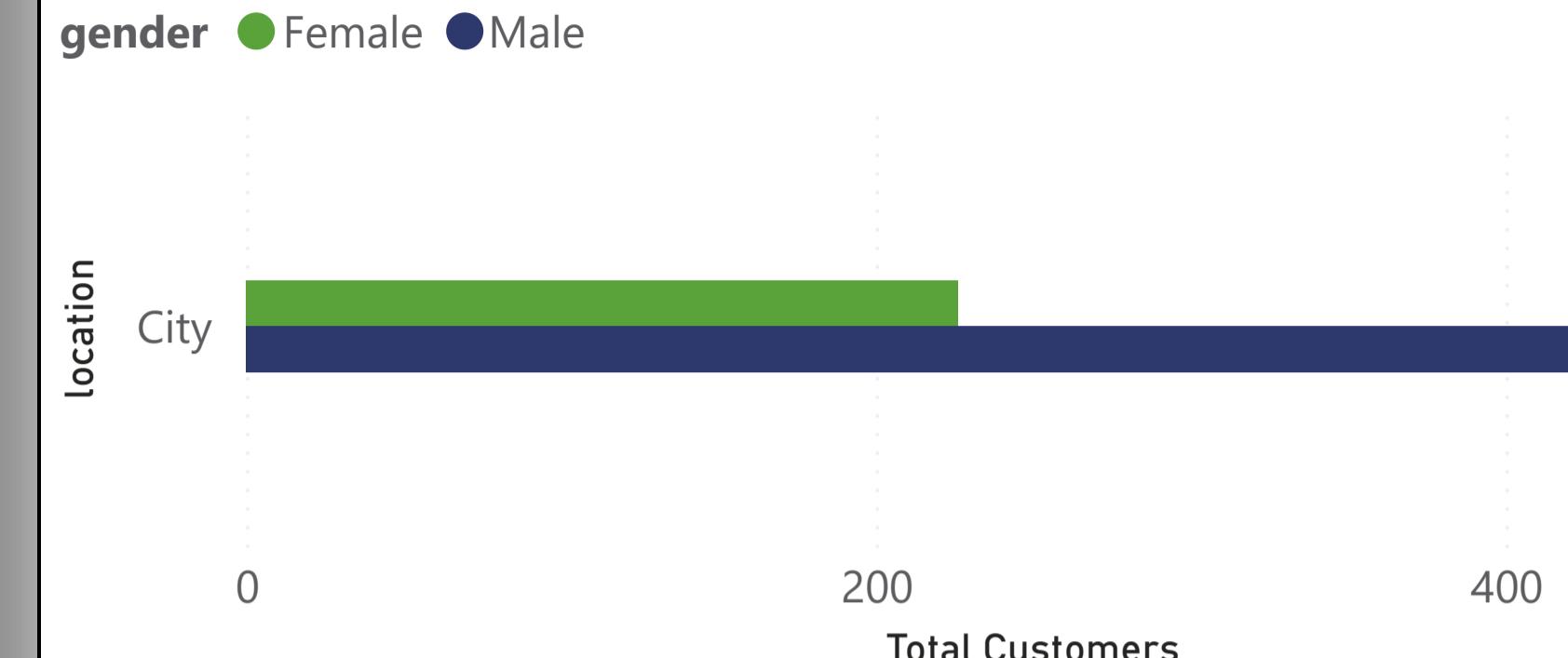
50.1



Total Customers by age_group



Total Customers by location and gender



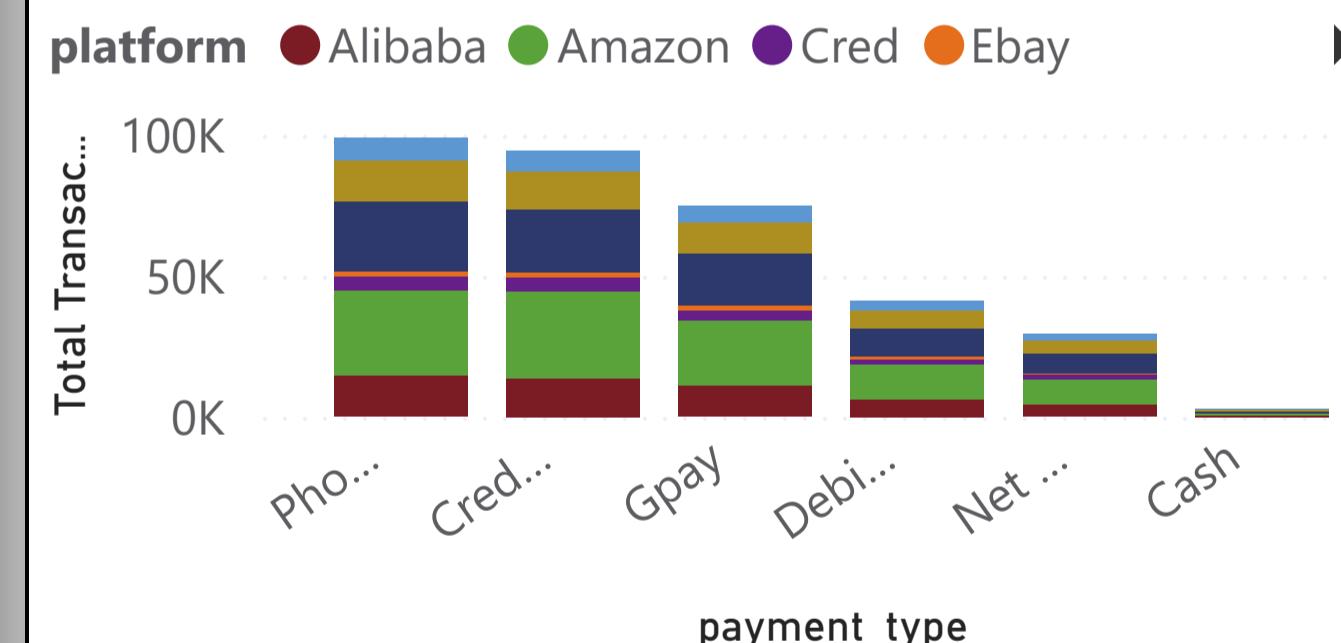
occupation

- Accountant
- Artist
- Business Owner
- Consultant
- Data Scientist
- Freelancer
- Fullstack Developer

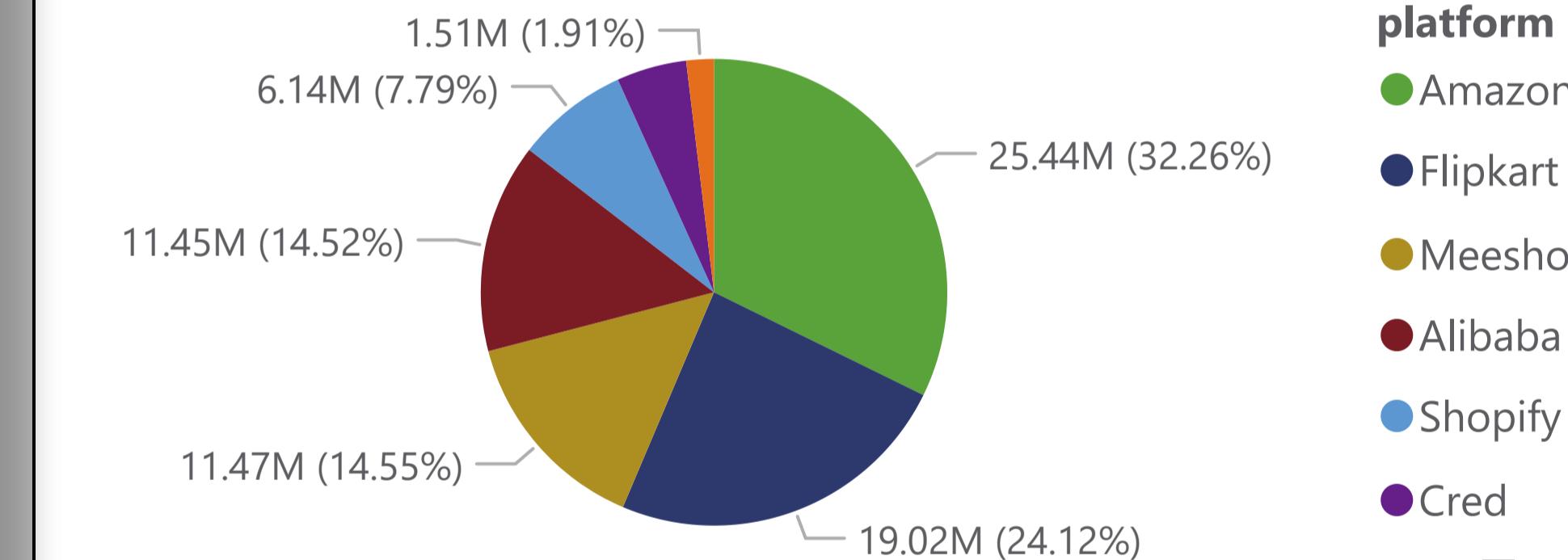
589.30

Average Credit Score

Total Transactions by payment_type and platform

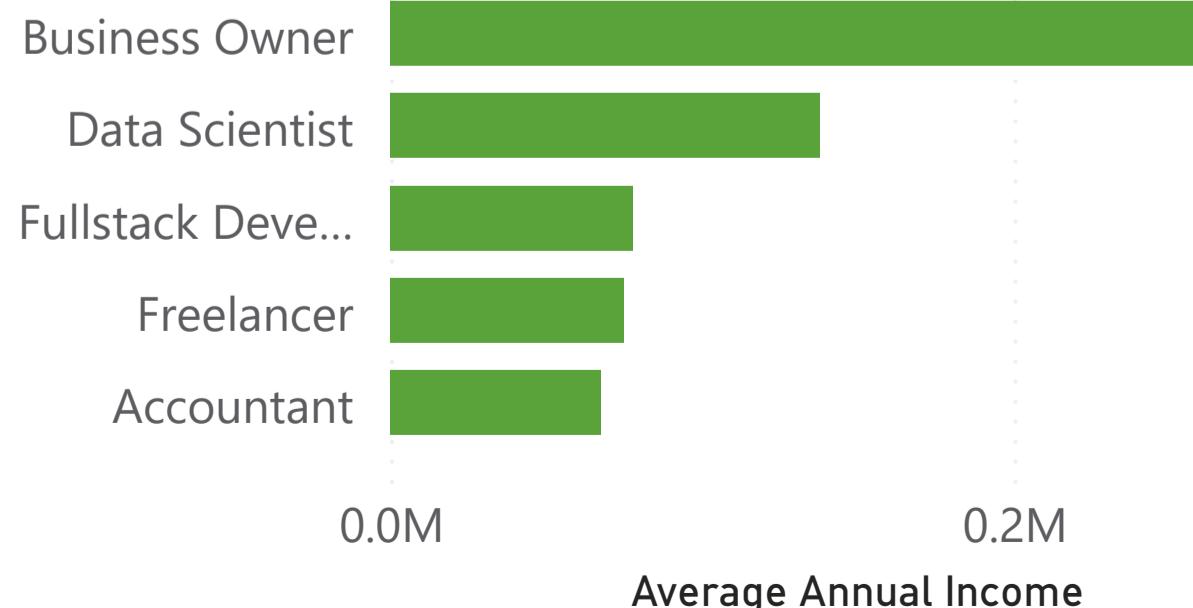


Total Transaction Amount by platform

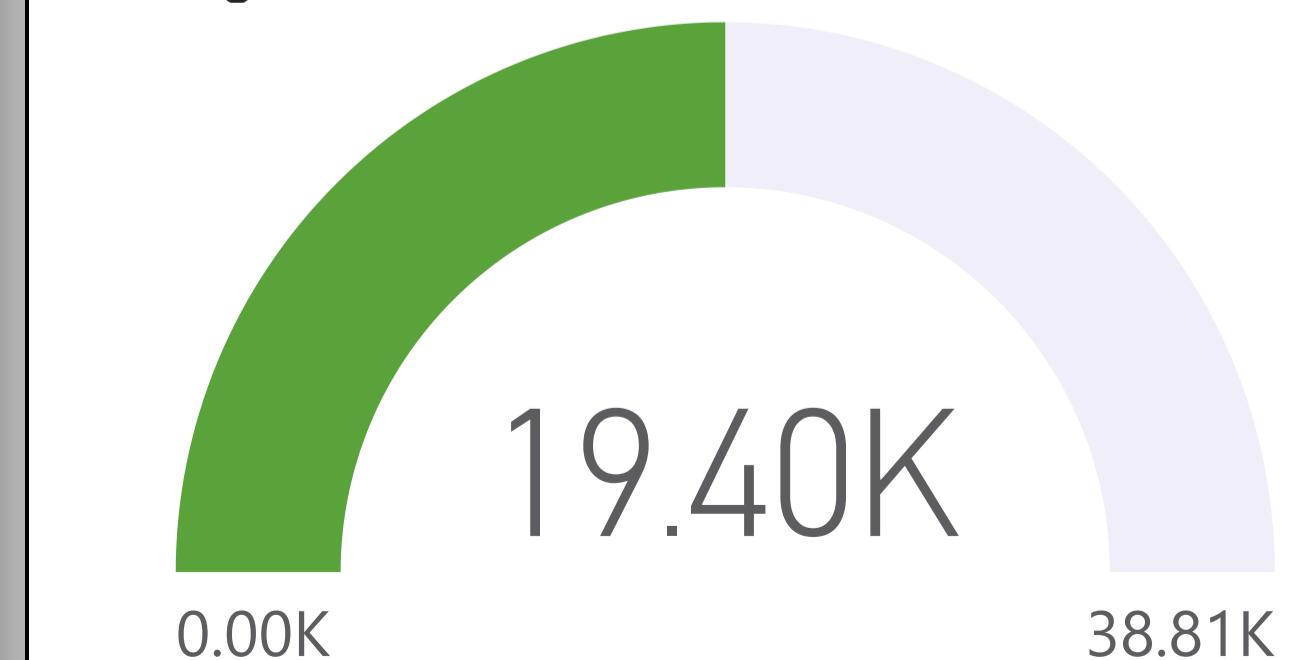


Average Annual Income by occupation

occupation



Average Credit Limit



Average Annual Income by location and gender

- Female
- Male



246

Total_18_25

249.61

Test_Avg

222.11

Control_Avg

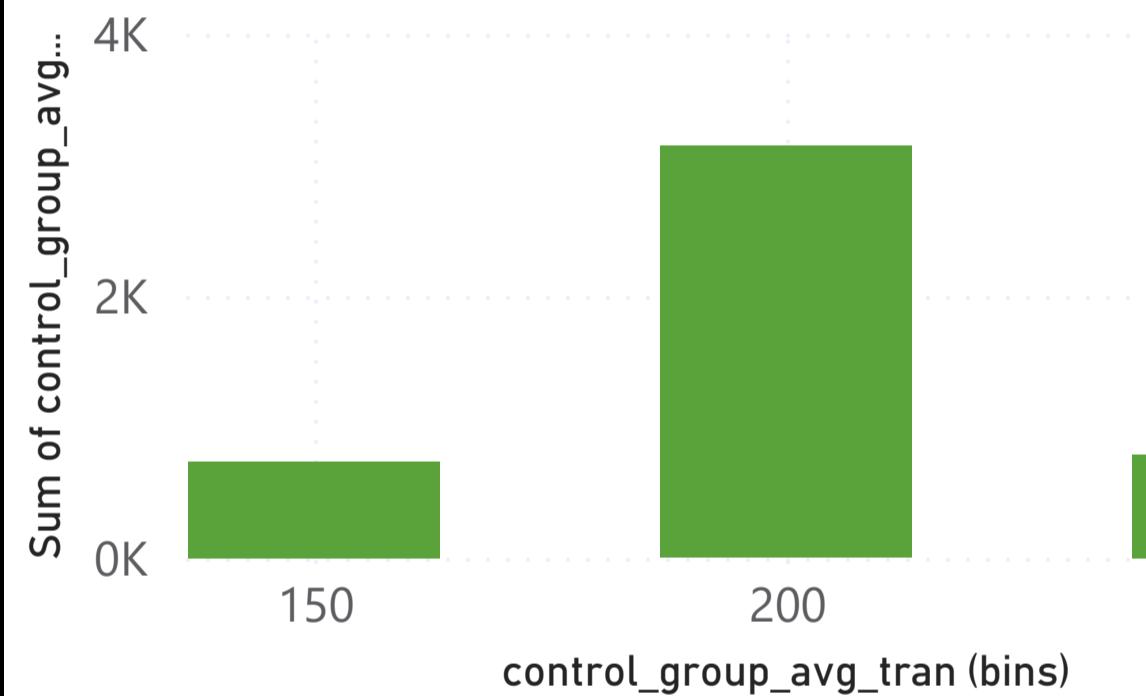
19.73K

Average Credit Limit

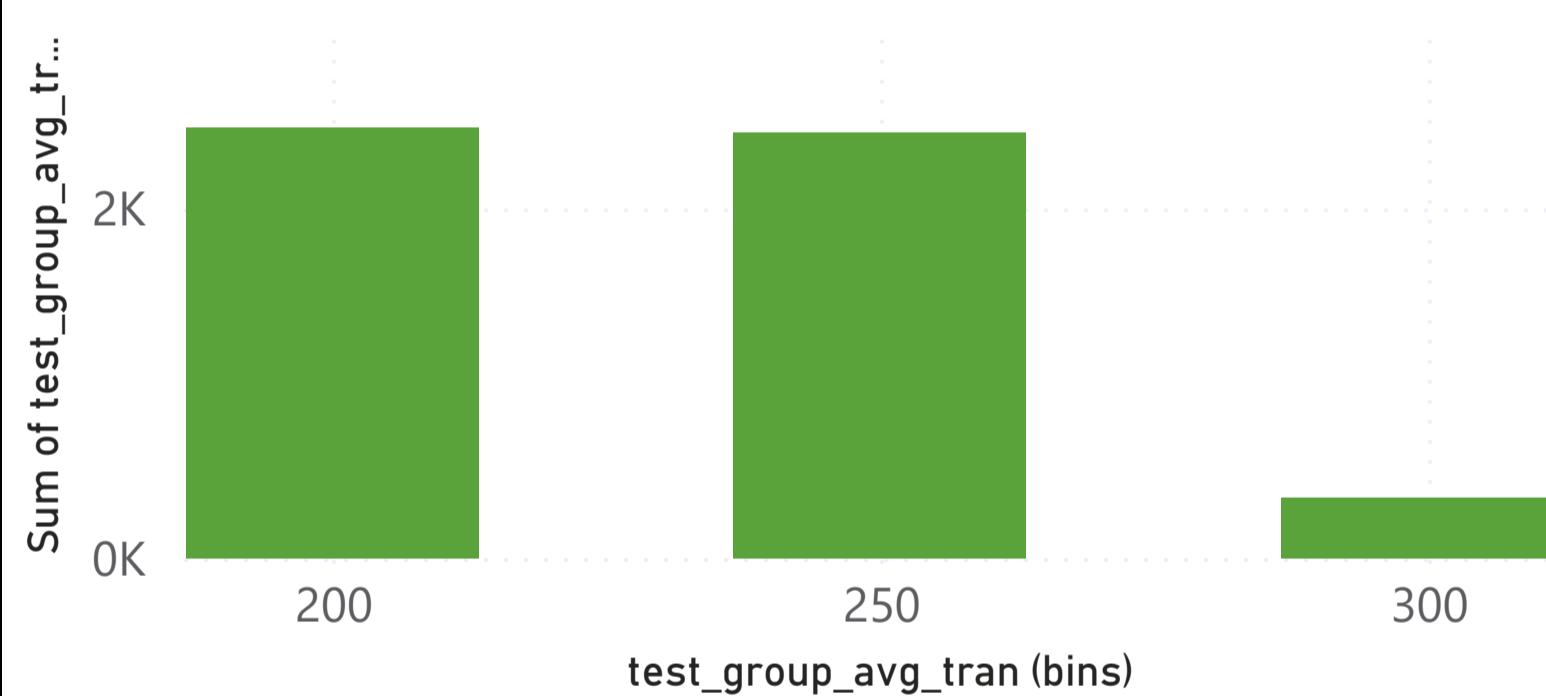
37.09K

Avg_Income_18_25

Sum of control_group_avg_tran by control_group_avg_tran (bins)



Sum of test_group_avg_tran by test_group_avg_tran (bins)



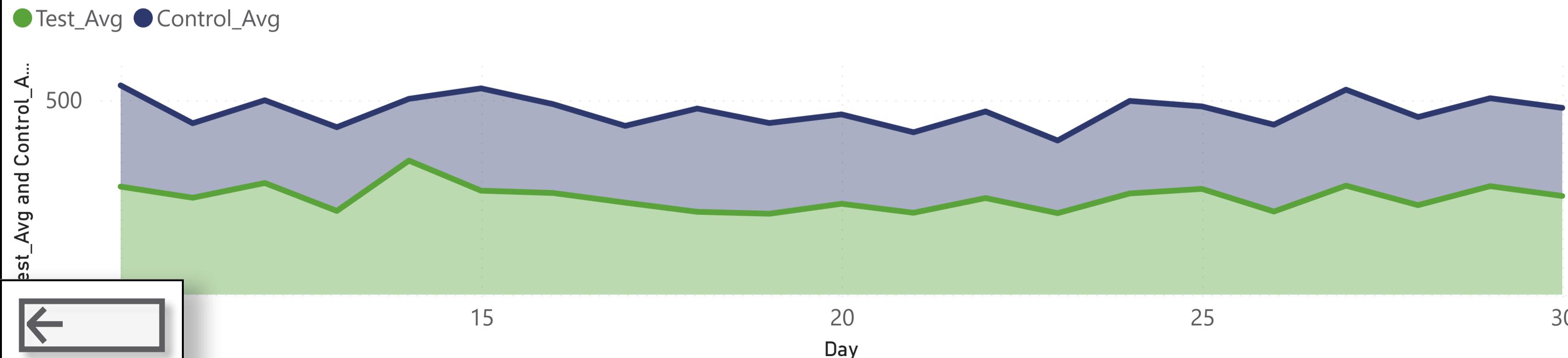
**Conversion Rate
(40%)**

Campaign Duration (2 Months)

campaign_date

- 10 September 2...
- 11 September 2...
- 12 September 2...
- 13 September 2...
- 14 September 2...
- 15 September 2...
- 16 September 2...
- 17 September 2...

Test_Avg and Control_Avg by Day



Average of control_group_avg_tran and Average of test_group_avg_tran by Day

