

















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

