Part 2:

Proposal: Customer Behaviour in Trade

What the project is:

The objective is to analyze customer behaviour in order to identify patterns and trends that can help GTB improve customer service and products.

Data needed to complete project:

1) Trade transaction data: type of transaction, amount of transaction, dates, countries
2) Demographics: customer industry, location, size, revenue
3) Satisfaction: customer experience with GTB products and services
4) Competitors: information on products and services offered by competitors

Use statistical analysis (correlation or regression) and data visualization to find trends. Find correlations between transaction types and demographics of customers.

For example, we can find a correlation between transaction data and company size, show our reach between larger and smaller firms, if there is a negative correlation, GTB reach on smaller size firms isn't effective.

Another example, industry and customer satisfaction, certain industries may be more satisfied with GTB than others. Good for resource allocation.

Expected Value:

By looking into patterns and trends in customer behaviour, we can improve customer service and offerings. It can help retain existing customers and find where to look for new ones. Also, through a competitive analysis, we can look find areas where we can differentiate from competitors and gain a competitive advantage.