

Defining Problem Statement

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 - Overall Portfolio has total 225,000 customers



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- Director, Customer Management

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- You are the only data scientist in the team currently – what would you do next?

Asking Questions

“Can you identify which customers are likely to carry low balances on their Accounts in coming months?”

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- Questions centred around **the problem**
 - What is the underlying cause?
 - Why do you need to predict customers who would carry low balances?
 - Why now?
 - Is there any time sensitivity? Are we working on a timeline?

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- Who are the **Owners?**
 - Customer Management Director
 - Anyone else?

Asking Questions

- Questions centred around **the trouble/problem**
 - What is the underlying cause?
 - Why do you need to predict customers who would carry low balances?
 - Why now?
 - Is there any time sensitivity? Are we working on a timeline?
- Who are the **Owners?**
 - Customer Management Director
 - Anyone else?
- Metrics of Evaluation or **Success**
 - What would success look like?
 - How would you act differently if I was able to provide these predictions to you at a customer level? How would we measure the benefit out of it?

Asking Questions

- **Constraints**

- Are there any trade-offs? What other problem can we work on?
- How much time and money can we spend on this?

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- **Actors / Stakeholders**

- Customer Management Director
- Head of Communications
- Head of Marketing

Asking Questions

- **Constraints**

- Are there any trade-offs? What other problem can we work on?
- How much time and money can we spend on this?

- **Actors / Stakeholders**

- Customer Management Director
- Head of Communications
- Head of Marketing

- **References**

- Did we try it in past and what was success like?

Describing Problem Statement

- TOSCAR
 - Trouble
 - Owner
 - Success Criteria
 - Constraints
 - Actors
 - Reference



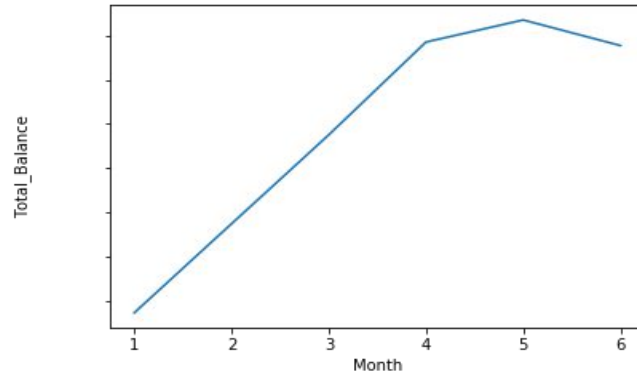
Problem Statement

Describing Problem Statement

- **Problem:** Falling / stagnating balances for customers in last 3 months

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Describing Problem Statement

“What customer segments are more likely to churn balances in the next quarter by at least 50% considering current quarter?”

Thank You!