

A Data-Driven Marketing Intelligence Report for FintechLend



Agenda

- Introduction & Objectives
- Data Preparation & Transformation
- Data Analysis & Key Insights
- Recommendations





Introduction & Objectives

This report evaluates FintechLend's marketing performance, customer behavior, and churn rates using the marketing.csv dataset in Power BI.

The goal is to derive actionable insights from customer and campaign data to understand key business drivers, identify improvements, and inform strategic decisions.

Data Preparation &

Transformation

River data from marketing.com was processed in Power BI's Power Query Editor to ensure integrity and create new metrics.

1

Data Cleaning

Handled missing values and corrected data types for accurate calculations.

2

Calculated Columns

Created AgeGroup, ChurnStatus, and BorrowerType for deeper analysis.

3

Key Performance Indicators

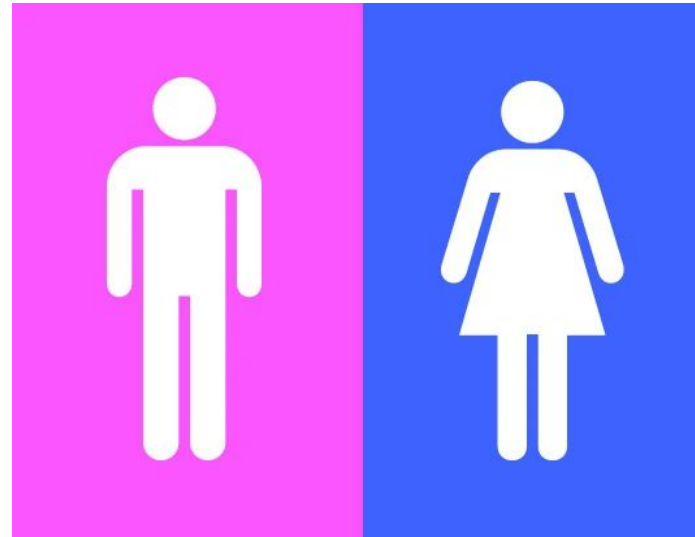
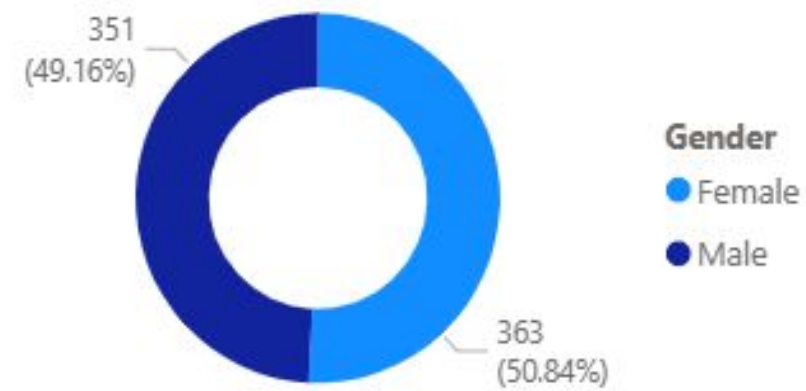
Defined Total Customers, Conversion Rate, Churn Rate, and Total Revenue.



Executive Summary

SmartEdge has 714 customers, generating \$109.51 million in revenue, but faces a 48% churn rate.

TotalCustomer by Gender

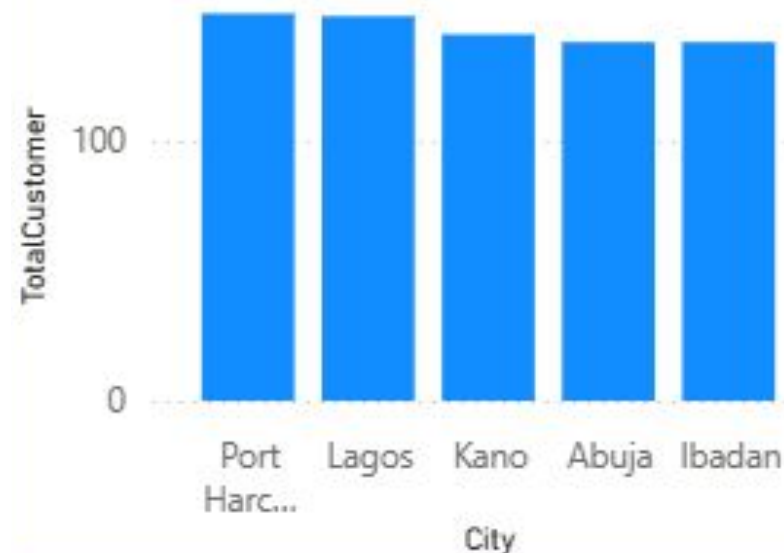


Customer Demographics

Gender split is nearly even (Male 49.16%, Female 50.84%).

First-Time (51.1%) vs. Returning (48.8%) customers are also balanced.

TotalCustomer by City



Top Cities

Highest customer concentration in Port Harcourt, followed by Lagos, Kano, Abuja, and Ibadan.

Channel & Campaign Performance

Top Channels

USSD, Paid Ads, and Referral channels show highest conversion rates (~0.5).

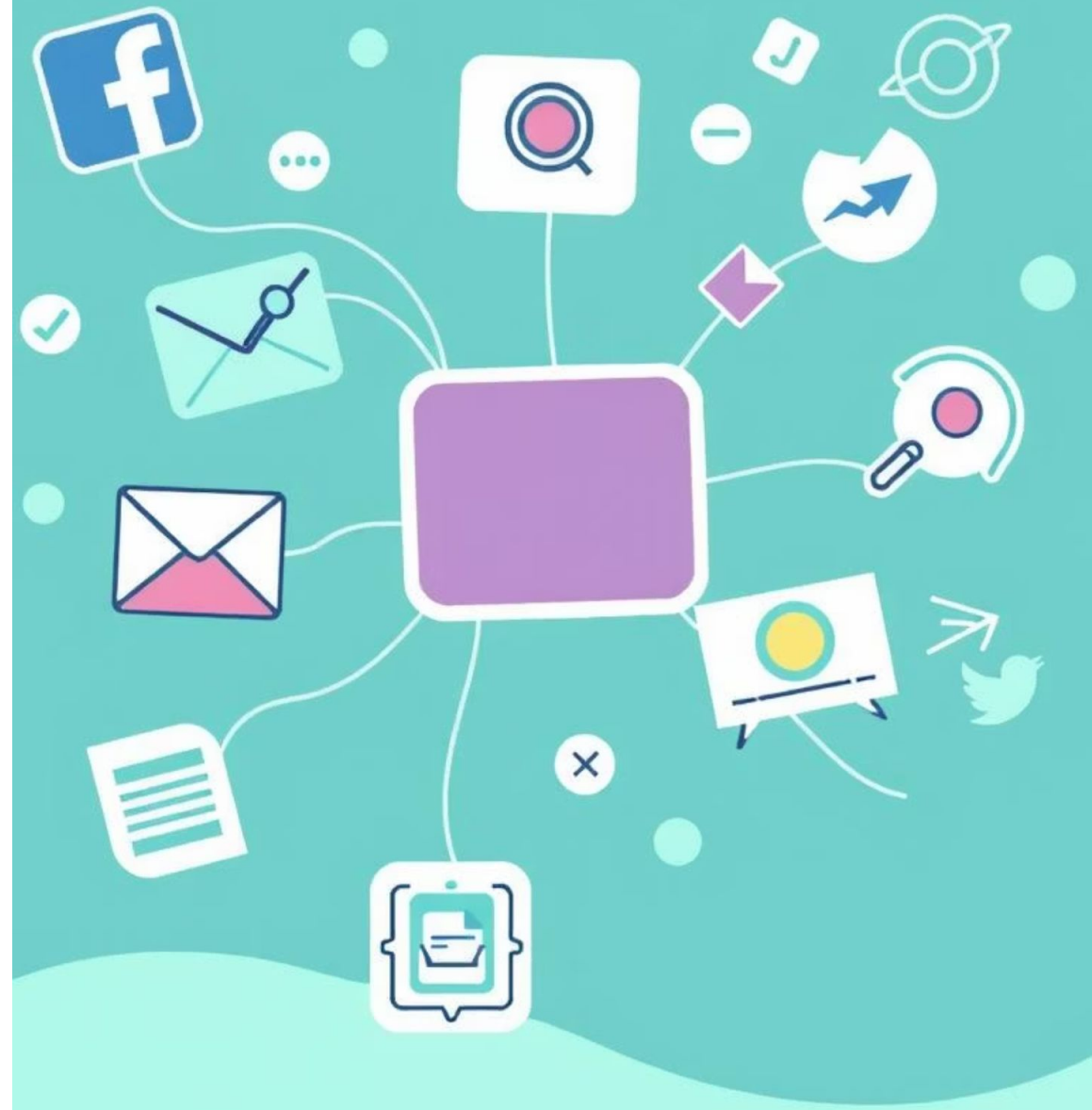
Paid Ads and Referral bring in the most customers, both active and churned.

Top Campaigns

"LoanBlitz" and "BackToSchool" were most successful in acquisition.

However, these campaigns also contribute significantly to churn.

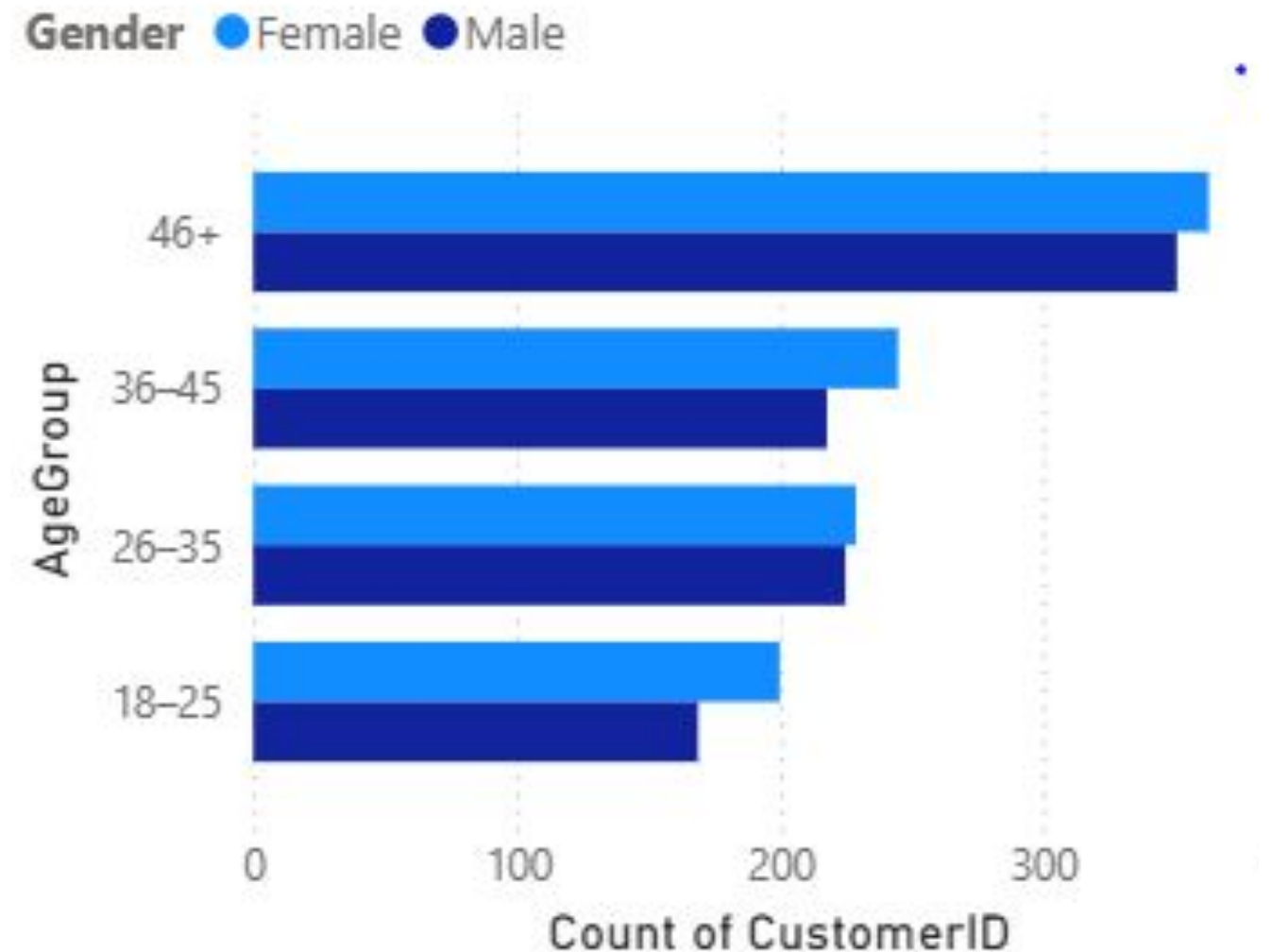
DIGITAL MARKETING



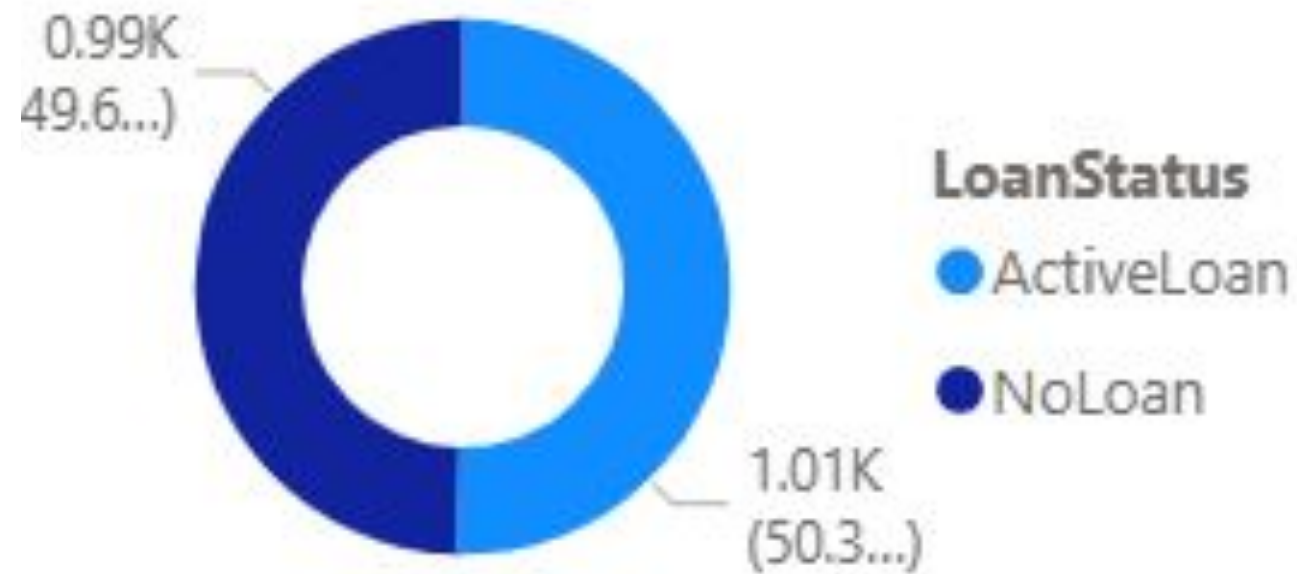
Churn & Risk Analysis

Growth Opportunity in Younger Demographics (18-35): These groups have fewer customers.

Action: Develop targeted acquisition strategies, re-evaluate product appeal, and explore relevant marketing channels (e.g., digital/social media) for younger audiences



Near 50/50 split between ActiveLoan and NoLoan customers, suggesting loan completion may lead to churn. Geographic churn is evenly distributed.



Recommendations

Invest in High-Converting Channels

Optimize USSD, Paid Ads, and Referral channels.

Analyze Post-Campaign Behavior

Investigate churn reasons for "LoanBlitz" and "BackToSchool" customers.

Develop Retention Strategies

Target 18-25 and 36-45 age groups; improve retention for 46+ segment.

Promote Customer Loyalty

Implement loyalty programs to encourage repeat business and reduce churn post-loan.

Thank you