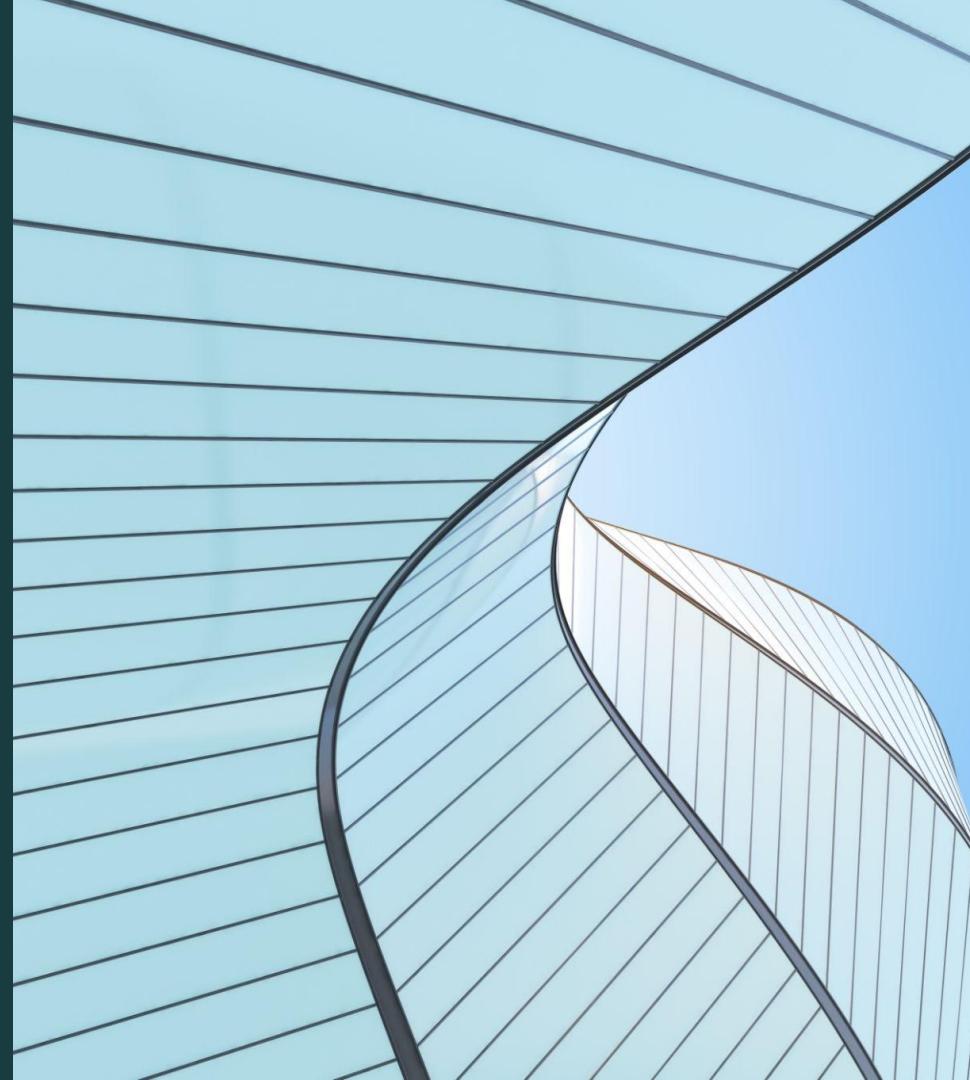


DSI Showcase: Bank Marketing

Briefly describe the contents of the presentation or the purpose of the meeting. Tell your audience what to expect.



Content overview

1

Problem Context

2

Dataset Overview

3

Methods (brief)

4

Key Insight

5

Business Impact

6

Future Work

Our team



Full Name

TITLE

name@example.com



Full Name

TITLE

name@example.com



Full Name

TITLE

name@example.com



Full Name

TITLE

name@example.com



Full Name

TITLE

name@example.com

OUR MISSION

This is your mission statement, your chance to *articulate your vision*. In a few words, identify what you do, why you do it, and who you do it for. *Be concise. Be confident.*



Add a few words expanding on the above. You can explain why this mission is important to you and your company and how you'll achieve it.

“Add a quote that captures your *mission statement*. Announce the impact you want to achieve and who you aim to help. Show where your *company is heading*, the ultimate goal.”



Full Name
Title

“Add a quote that captures your *mission statement*. Announce the impact you want to achieve and who you aim to help. Show *where your company is heading*, the ultimate goal.”



Full Name
Title



THE PROBLEM

What pain point are you tackling?
What gap are you going to fill?

Briefly describe the impact of the problem and why people should *care*.

THE SOLUTION

Explain what your company or product does, and why it's critical in the current market.

01

VALUE PROPOSITION

Describe a key benefit that your company, product, or service offers to customers.

02

VALUE PROPOSITION

Define what distinguishes your company, product, or service from what's available.

03

VALUE PROPOSITION

Identify your customers and how you'll connect to their behaviors and needs.

04

VALUE PROPOSITION

Copy this slide and add as many items as necessary to fully outline your company's value.

VALUE PROPOSITION

Identify your company's primary benefit to customers and what makes your business or product distinctive.

OBJECTIVES

Write a *confident statement* defining what success looks like to your company.

Introduce a specific business objective

To establish how you'll measure success, identify your key performance indicators (KPIs) and list them like this:

- KPI 1

- KPI 2

- KPI 3

- KPI 4

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COMPETITIVE LANDSCAPE

Write a *high-level insight* about the competitive ecosystem

	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
FEATURES	<ul style="list-style-type: none">• List the features of this product or service• 2 or more	<ul style="list-style-type: none">• List the features of this product or service• 2 or more	<ul style="list-style-type: none">• List the features of this product or service• 2 or more	<ul style="list-style-type: none">• List the features of this product or service• 2 or more
STRENGTHS	<ul style="list-style-type: none">• Point out the strengths of this product or service• 2 or more	<ul style="list-style-type: none">• Point out the strengths of this product or service• 2 or more	<ul style="list-style-type: none">• Point out the strengths of this product or service• 2 or more	<ul style="list-style-type: none">• Point out the strengths of this product or service• 2 or more
WEAKNESSES	<ul style="list-style-type: none">• Call out the weaknesses of this product or service• 2 or more	<ul style="list-style-type: none">• Call out the weaknesses of this product or service• 2 or more	<ul style="list-style-type: none">• Call out the weaknesses of this product or service• 2 or more	<ul style="list-style-type: none">• Call out the weaknesses of this product or service• 2 or more

- Call out the weaknesses of this product or service
- 2 or more

THE OPPORTUNITY

Based on your *competitive analysis* in previous slides, describe the *growth opportunities for your business*. Write a comprehensive claim here, then break it down into individual learnings.

Key learning 1

Go deeper into a specific insight from the competitive analysis and what it means for your business.

Key learning 2

Point to the gap your product will fill and explain how your business can claim that space.

Key learning 3

Consider your brand and customer segments. Explain why you're ideally positioned to reach them.

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MARKET ANALYSIS

Provide *key insights* into the state of the market. Share your company's perspective on where the market has been and where it's headed.

Add any additional context about forces or factors influencing the market and how your business is meeting the moment.

00%

Add a few words to explain this metric.

00+

Add a few words to explain this metric.

00M

Add a few words to explain this metric.

00M

Add a few words to explain this metric.

Market analysis

Key players



Market value	00
Historic growth rate	00
Projected growth rate	00
Cost of entry	00

Context

Provide some insight on the state of the market today. Describe any challenges, forces, or factors influencing the market. Share your company's perspective on where the market has been and where it's headed.

Customer segments

Segment 1	Segment 2
Segment 3	Segment 4

Pricing strategy

MARKET	PRICE POINT		
	High	Medium	Low
Premium			
Mid-level			
Economy			

Market analysis

Context

Provide some insight into the state of the market today. Describe any challenges, forces, or factors influencing the market. Share your company's perspective on where the market has been and where it's headed.

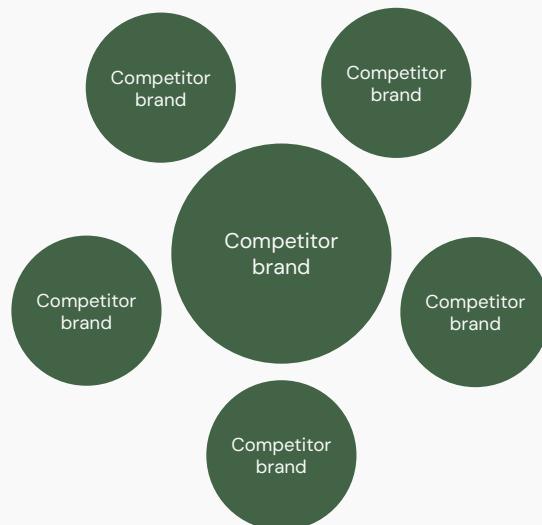
Market value 00

Historic growth rate 00

Projected growth rate 00

Cost of entry 00

Key players



Customer segments

Segment 1	Segment 2
Segment 3	Segment 4

Pricing strategy

MARKET	PRICE POINT		
	High	Medium	Low
Premium			
Mid-level			
Economy			

BUSINESS MODEL

Clearly outline your business model. This is how you'll create, deliver, and capture value.

Key activities

What are the core activities your company undertakes to deliver its value proposition? Think about production, research, or fabrication.

Key partnership

Who are your key partners or suppliers? What resources do they provide? And how do they contribute to your business model?

Cost structure

What are the major costs of your proposal? Think about salaries, rent, or marketing.

- Expense 1

- Expense 2

- Expense 3

Revenue streams

Outline how you plan to generate revenue through sales, subscriptions, or other methods.

- Revenue 1

- Revenue 2

- Revenue 3

Customer segments

Use this space to restate or prioritize specific customer segments based on your business model.

- Customer segment
- Customer segment
- Customer segment

COST STRUCTURE



◆ Staffing

◆ Taxes

◆ Marketing

◆ Logistics

◆ Technology

-00%

Estimate potential cost savings in an area or department.

-00%

Add any other potential cost savings in an area or department

If you anticipate changes to your expenses, mention the impact to your cost structure here.

REVENUE MODEL

00%

00%

00%

00%

Revenue stream 1

Define how you'll generate income from this source. Identify relevant pricing or channels.

Revenue stream 2

Define how you'll generate income from this source. Identify relevant pricing or channels.

Revenue stream 3

Define how you'll generate income from this source. Identify relevant pricing or channels.

Revenue stream 4

Define how you'll generate income from this source. Identify relevant pricing or channels.

Revenue stream 5

Define how you'll generate income from this source. Identify relevant pricing or channels.

KEY ACTIVITIES

Primary activity *name*

Describe the core activity of your business, how you create and deliver your products or services. This might be manufacturing, product design, software engineering, customer service, marketing, or project management.

Support activity name

Break down your primary activity into the additional activities required to successfully deliver your value proposition. These should contribute to your core business function.

Support activity name

Think about your everyday operations. For example, if your primary activity is software engineering, your support activities may be customer support, software integration, or maintenance.

Support activity name

Show your audience what a day in the life of your organization looks like. Help them understand what's required to do what you do.

CUSTOMER SEGMENTS

Define your target audiences and how you'll speak to them

Target audience 1

Describe a target audience or customer group you want to reach. Identify their traits, values, behaviors, or preferences.

Target audience 2

While your user personas represent ideal individual customers, segments represent a wider range of people who share certain characteristics.

Target audience 3

Think about how each target audience or segment relates to your product or service, why they need it, and how they'll use it.

Target audience 4

Refer back to your user personas and point out which segments they belong to. This will help your presentation feel more interconnected.

Target audience 5

For example, a tech-savvy user persona might fall into a broader Tech Enthusiast or Industry Professional audience segment.

OPERATIONAL PLAN

Announce your vision for scaling operations

STEP TITLE

Define your first goal toward making your business more productive and efficient.

01

STEP TITLE

Identify what you'll focus on next to help your team work together and grow your operations.

02

STEP TITLE

Describe the outcome you want to achieve next. Provide any relevant details about how you'll get there.

03

STEP TITLE

Bring it all together. Share how you'll evaluate, maintain, and advance your operations for long-term sustainability.

04

FINANCIAL DATA

Evaluate your revenue trajectory relative
to your goals

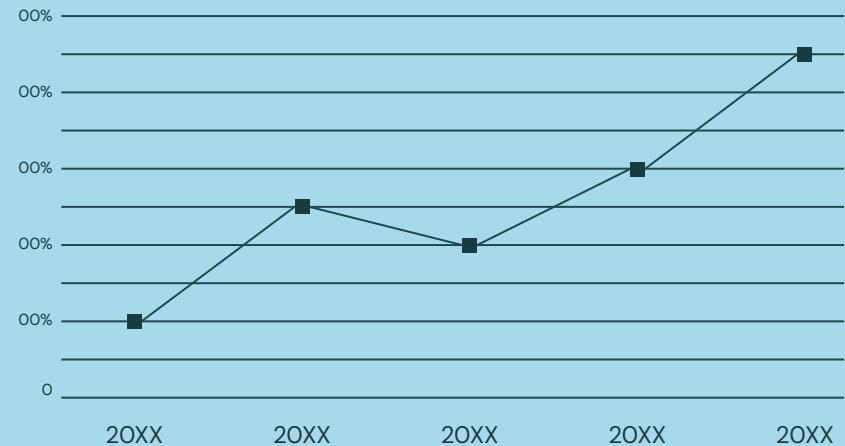
Yearly revenue

\$00

Net revenue

Gross revenue

Revenue growth





NEXT STEPS

Invite your audience to *learn more* about your organization and to *keep in touch*.

Contact

Full Name

Title

name@example.com

example.com

NEXT STEPS

Invite your audience to *learn more* about your organization and to *keep in touch*.



Contact
Full Name
Title
name@example.com

example.com

Thank you

Conclude the presentation by
thanking your audience for listening
and participating.