Research Process

- Project Goal

 Methodology

 Analysis

 Insights
- There are two key drivers of the segmentation: age (demographical) and activeness (behavioral)
- The most active mobile pay user groups are relatively younger, are enthusiastic about new technologies and any "cool" stuffs
- The least active mobile pay users are relatively older, more conscious of budget and put more emphasis on security
- Benefits such as the convenience of no need to carry physical wallet are universally appreciated among groups



Using the same dataset -- NPS score exploration



CASE STUDY 2

VIDEO WEBSITE VIP MEMBERSHIP DESIGN