From: Francis

Title: Data Analytic

Company: Deseret First National Bank

Goal > Objective > Strategy > Tactic

What?

Goal: To understand how a bank works

Objective:

- Last year compared to the previous two years

- Several different measures: count, commitment, balance, revenue

- Production in terms of geographic regions, branches, and products

- New vs. existing customers

Why?

To understand the bank income from loans in order to make better assumption of this year how to gain more profit by adjusting the interest rates and targeting specific costumer. So that the bank can compare what happen to their costumer who are more potential or eligible to loan from the bank. All this information will be given to CEO of the bank to let them understand more about the bank system to set the right policies to costumers among banks.

How?

Analyze the date of customers, their location / addresses, credit / income / balance, purchase item.

Strategy:

Understanding account: Account has different types mainly are person account, checking account, saving account, business account, payment account, and investment account.

Using account and costumer's demographic such as addresses and areas. To see which areas are wealthier so that the bank can do more advertisement to the areas.

Tactic: every customer could have multiple accounts for various usage. Customer Accounts can derive information such as customer credit score, and their service need. For instant, if they have a good credit score and having a business account, the bank can suggest to loan money to them to do businesses. For the loans, we can separate what age and area that loan certain products or services. Mainly product loans such as car, house. Service loans such as student loan, and business loan. We can categorize by age, new account/ Existing account and location so that the bank leaders have more info to target potential / eligible customers.