FINTECHLEND BUSINESS GROWTH REPORT

BY
KEHINDE OGUNBANWO

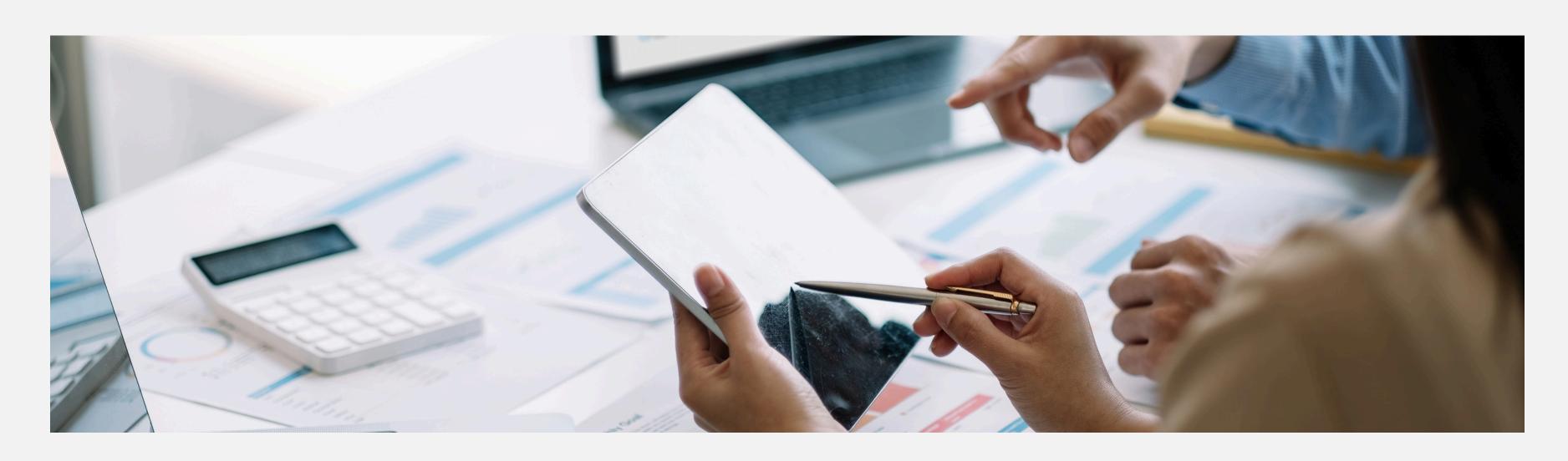


Table Of Content

- 01. Introduction
- 02. Data Overview & Methodology
- 03. Key Business Performance Insights
- 04. Customer Feedback Analysis
- 05. Challenges Identified
- 06. Recommendations
- 07. Conclusion & Next Steps

Introduction

FinTechLend is a digital lending platform facing varying growth across products & channels.

Objective: Analyze business performance, customer feedback, and market trends to uncover key growth strategies.

Approach: Data-driven insights using Power BI and statistical analysis.

Data Overview & Methodology

This analysis was conducted using the following approach:

- 1. Data Sources: Business Performance, Customer Feedback, DateTable, ProductTable.
- 2. Data Preparation: Standardized date formats, created dimension tables and calculated columns, adjusted column formats.
- 3. Analysis Techniques: Trend analysis, correlation insights, revenue breakdowns, market segmentation.



Total Revenue

317.8M

Total Applications

Total Applications Received

7.2M

Profit Made

Profit

\$1.3M

Low due to high operational costs

Avg Conversion Rate

Avg Conversion Rate

4%

Significant inefficiencies

Avg Acquisition Cost

Avg Acquisition Cost

\$160.1

Optimization needed

Key Business Performance Insights

Total Feedback

Total Feedback Received

489.7K

% High Satisfaction

% High Satisfaction

80.1%

80.1% of customers reported high satisfaction

Avg Satisfaction Score

Avg Satisfaction Score

4.4

% Low Satisfaction

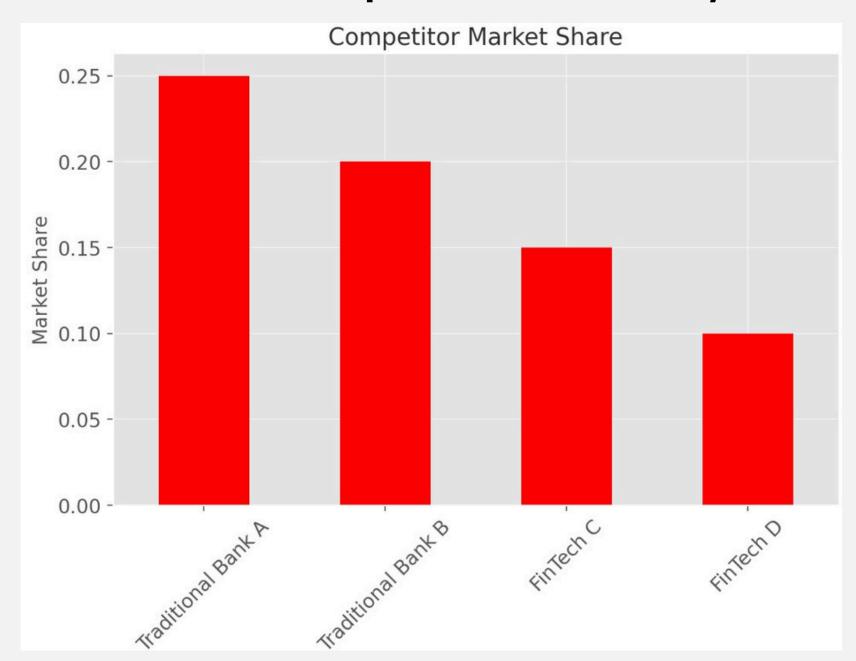
% Low Satisfaction

0.4%

0.4% of customers reported low satisfaction, which requires monitoring

Customer Feedback & Satisfaction Analysis

Market & Competitive Analysis



- Competitor Market Share: Traditional Bank A & B lead with the highest market dominance
- Digital Maturity: FinTech competitors are more digitally advanced but have lower market shares.
- Price Sensitivity & Brand Importance: Startups & young professionals care more about service quality than pricing.

Challenges Identified

- 1. Low Conversion Rate (4%) High application volume but low approvals.
- 2. High Acquisition Cost (\$160.1) Needs cost-effective marketing.
- 3. Millennials Engagement Issue Low satisfaction & feedback volume.
- 4. BNPL Satisfaction Gap High loyalty but lower satisfaction.
- 5. Content Marketing Underperformance Lowest revenue & high cost.

Recommendations

- Optimize Conversion Rate Enhance approval processes & targeting.
- 2. Reduce Acquisition Cost Focus on Direct & Partner channels.
- 3. Engage Millennials Digital campaigns & improved app UX.
- 4. Improve BNPL Satisfaction Simplify repayment terms.
- 5. Leverage Revenue Peaks Invest in marketing during Jan & July.

Conclusion & Next Steps

- Key Takeaways: Data-driven strategies can optimize growth & efficiency.
- Immediate Actions: Prioritize cost optimization, implement targeted marketing strategies.
- Next Steps: Monitor key KPIs, test new engagement tactics, and re-evaluate quarterly.