Marketing campaign strategy
Promoting financial products to bank customers

Executive Summary.

In a previous 4 years a retail bank sold several products (mortgage account, savings account, and pension account) to its customers. It kept a record of all historical data, and this data is available for analysis and reuse. Following a merger in 2021, the bank has new customers and wants to launch some marketing campaigns.

My decision to choose this problem was inspired by availability of such interesting dataset with a few challenges I'm interested: predictive and prescriptive modeling including classification, segmentation and optimization. This project besides Tableau visualization will demonstrate my research in real business problems (I hope).

Let's get started...!)))

WHY?

The budget for the campaigns is limited. The bank wants to contact a customer and propose only one product. The marketing department needs to decide:

- Who should be contacted?
- Which product should be proposed? (Proposing too many products is counterproductive, so only one product per customer contact will be proposed).
- How will a customer be contacted? There are different ways, with different costs and efficiency.
- How can they optimally use their limited budget?
- Will such campaigns be profitable?

In the end there must be some conclusions with highlighted bullet points and recomendations. I'm going to help to the big bosses make their decisions having all information.

WHO?

In this problem I'm expect to involve Financial, Data Analytics and Marketing departments and of course The Big Boss to make the final decision. So:

Stakeholders – The head of Marketing department and probably the Lead of Data Analytics (modeling). He will be the one who represents all my ideas and push to carry out executions.

Audience – First of all it's going to be The Big Boss and main points extract will addressed to him. Than Financial Director also will be important, because he will be that guy, who gives the money for all my experiments and that guy who will hold me within the limits

Subject-Matter Experts – Data Analysts, Marketing planners, Financial specialists and other ones who are interested.

WHAT?

- Data Sources.

It's a historical data for 4 past years with client information, and it's relations between the bank and the client. Some of clients (around 10%) bought some products and I'd like to find some patterns how and why they made decision to buy or not. Data Set has a bit more than 11k rows and 18 columns with client features (characteristics like age, gender, income, time frames, employment status and others)

File itself :

https://raw.githubusercontent.com/vberaudi/utwt/master/known_behaviors2.csv

- Data Quality

The data seems to be absolutely clear without any missing values, dates are dates, continues data are continues, discrete are discrete, categorical are categorical, there is no significant outliers. Running through the exploratory analysis maybe I will find something more, but for now everything seems fine.

- Data Timeliness

Actual data are related to 2017 year and I can't say that the data is fresh; but let's imagine that it's just came from the year report.

HOW?

There must be at least three meetings to represent:

- Exploratory analysis and preliminary ideas for modeling and further steps
- Modeling results and advises
- Proscriptive and comparative analysis of chosen strategy

Meeting format: Big meeting room with wide screen connected to my laptop. Available interactivity.

In addition: printed appendix detailed materials.

Some printed main points for a fast overview are welcomed.

Jeremy Collins

"Keep going and going and going"

AGE: 6
POSITION: Executive Director
FAMILY: mom and dad and sis
LOCATION: NY, NY
ARCHTYPE: grave and tough

Strong sides:
Organized, Practical, Protective

Travels 4-8 times each month for work and hate it. He has a specific part of job and proud of that, satisfied of his position and place in life.

All the time busy and have no time for long meetings. Familiar with charts and plots, but mostly loves numbers.

Bob Ustoaglo

"There is no tomorrow"

AGE: 7
POSITION: Marketing Director
FAMILY: mom and dad
LOCATION: NY, NY, Brooklyn
ARCHTYPE: phlegmatic

Strong sides:
Calm, Punctual, Reliable

Like his job, family and whole world. All the time trying to find new ways to improve performance of the company and likes new ideas.

Adore innovations and good in any computing or smart devices. Cola in the meeting is the key to success when Bob is there