**Final Project Proposal**

**City University of New York - Data 609**

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**Introduction**

Credit card processing and automated debit services are a vital part of the new world economy and responsible for the vast majority of both online and brick & mortar purchases in today’s marketplace. The margins for processors are slight and competition is fierce forcing providers to rely on both volume and strategic means of carving out new revenue streams to grow.

This proposal is to use real-world, deidentified data from a processing provider’s rate and fee structure, along with the current rates, regulations and requirements for each of the four major global regions to optimize future earnings through a combination of controlled rate and fee retooling.

**Proposed Approach**

Our proposed methodology to strategically increase revenue is to build a linear programming model for each region based on current rates, local and regional regulations and conventional wisdom about customers tolerance to increases in rates and fees. We intend to create a plan for rollouts based on specific earning goals in conjunction with the multifaceted optimization projections for each region for the 2021 fiscal year and estimate the increases in revenue relative to associated risks of customer loss and test it using simulation.

**Deliverables**

The final product will be a paper and presentation with a summary of our findings and a clearly defined set of recommended actions based on the results of our model.