

My Submission: Mogbo Ojuba

Rules Used for the Analysis

Age

```
: recoded_Age = {'Age': {'21-30':25.5, '31-35':33, '36-40':38, '41-60':50.5, 'Above 60':65, 'No Response':  
data.replace(recoded_Age, inplace=True)  
data.loc[data['Age'] == '18-20', 'Age'] = 19
```

Gender

```
recoded_Gender = {'Gender': {'Male':0, 'Female':1, 'No Response':None}}  
data.replace(recoded_Gender, inplace=True)
```

Income

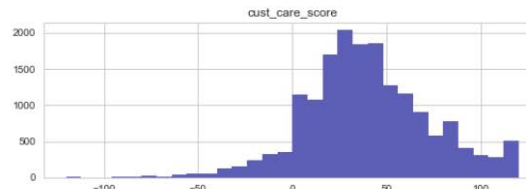
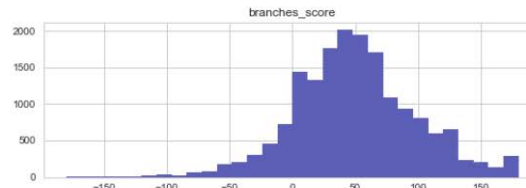
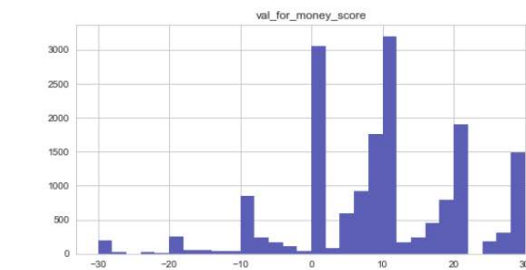
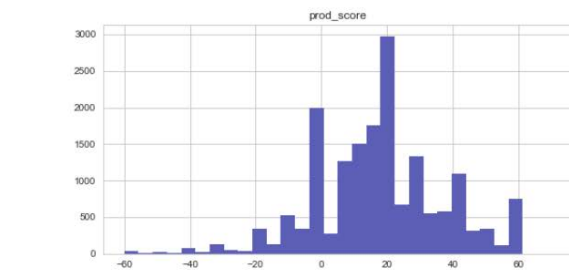
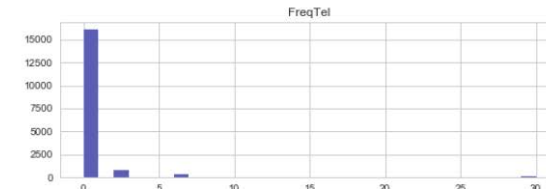
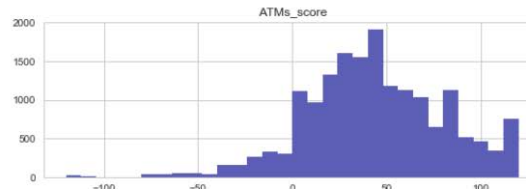
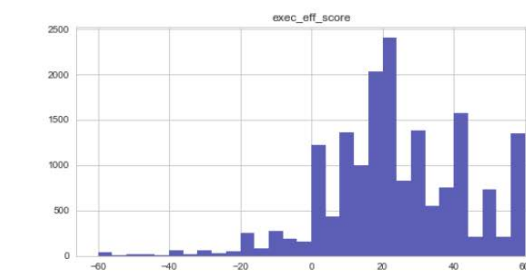
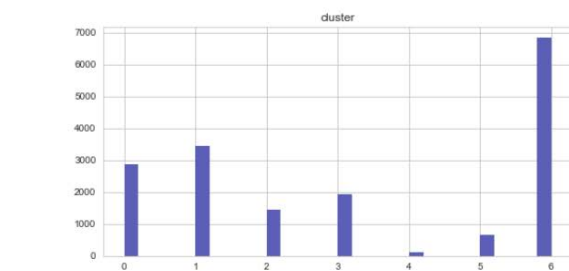
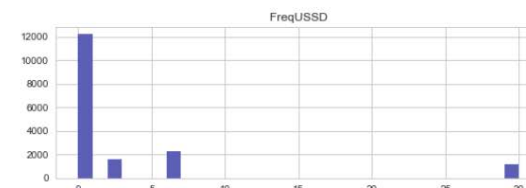
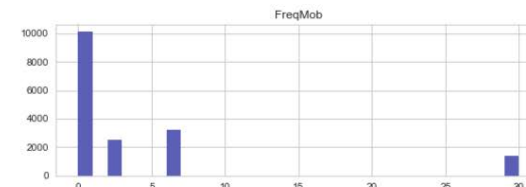
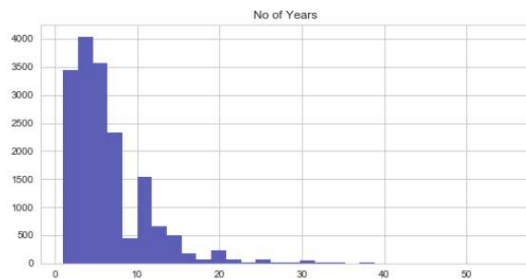
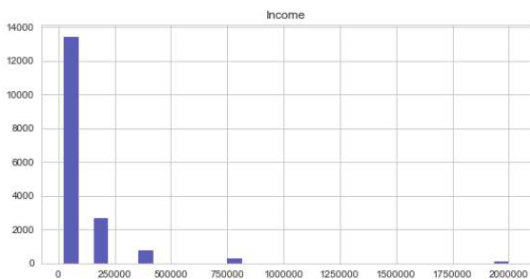
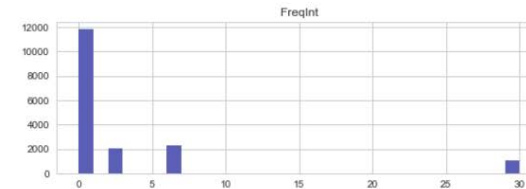
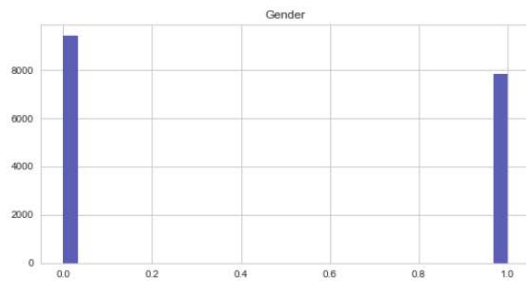
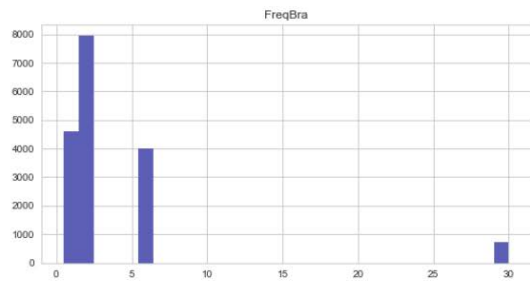
```
recoded_Income = {'Income': {'N50,000 - N100,000':75000, 'Below N50,000':25000, 'N101,000 - N250,000':1  
'N251,000 - N500,000':375000, 'N501,000 - N1 Million':750000, 'No Response':None}}
```

Transaction Frequency

```
recoded_FreqATM = {'FreqATM': {'Never':0, 'Rarely':0.5, 'Monthly':2, 'At least once a week':6,  
'At Least once a day':30, 'No Response': None}}
```

Customer Experience Rating - The ratings were aggregated by multiplying the score by the importance and summing up the scores under each subheading: customer care, complaints, branches, etc

Exploration of Chosen Features



Customer Personas



The Satisfied Young 17%

Age: 31 years
Income 90,000
Loyalty: 5.5 yrs
Branch: 2 – 3 times a month
ATM: twice a week
Mobile, internet: 2 – 4 times a month
Very satisfied customers
Most popular banks: C (20%), B (11%), H (10%)



The Ultra - Transaction Happy 8%

Average age: 30 years
Average income: 130,000
Loyalty: 5.4 yrs
ATM: four times a week
Mobile Internet: 6 times a week
Mildly positive satisfaction levels
Most popular banks: B (24%), A (13%), C(9%)



The Slightly Dissatisfied 20%

Average age: 30 years
Income: 70,000
Loyalty: 5.4 years
Branch: 2 – 3 times a month
ATM: twice a week
Mobile, internet: 1 – 2 times a month
Ambivalent satisfaction levels
Most popular banks: B (15%), C (13%), A (11%)



Young, affluent, transaction happy 0.5%

Average age: 32 years;
Average income: N190,000
Loyalty: 5 years
ATM: 4 times a week
Branch: 2.5 times a week
POS, Int, Mob: 3.3 times a week
Satisfaction: moderately positive
Most popular banks: C (18%), B (13%), D (10%)



Aged, loyal, affluent 11%

Age 36 – 60 years
Average Income: 260,000
Loyalty: 14.1 years
ATM: 1.5 times a week
Mobile, Internet usage: 1 – 2 times a month
Moderately positive satisfaction levels
Most popular banks: C (20%), A (11%), H (11%)



Affluent, branch visitors, young 3.7%

Average age: 35 years;
Average income: N230,000
Loyalty: 6.5 years
ATM: 3 times a week
Branch: Daily
Int, Mob Usage: 1 - 2 times a week
Satisfaction: moderately positive
Most popular banks: C (16%), B (14%), H (11%)



Young, broke, few transactions 40%

Average age: 29 years
Income: 60,000
Loyalty: 4.7 years
Branch: twice a month
ATM: 1.5 times a week
Int, Mob: 1 – 2 times a month
Moderately positive satisfaction
Most popular banks: B (17%), C(13%), A (10%)

Dollar Product Introduction

- I will target two groups for dollar product
 - Young, affluent, transaction happy: This group is young, has high frequency of mobile/internet transaction and fairly wealthy. They are a good target for dollar product as they have the money and are tech savvy.
 - Affluent, loyal, aged: This group has the money and some level of comfort with using mobile/internet for transactions (at least monthly). They show high loyalty to the bank. Clever marketing/education might be needed to convince them to use their card more for foreign transactions.

Areas for Improvement

- Metric scoring for satisfaction. Use a percentage rating rather than a my method
- Use tSNE for visualization.
- Include transactions carried out as part of clustering analysis: might be interesting to see particularly loans usage
- Examination of each of the clusters for variation, and outliers if any
- Investigate 3.7% cluster