



EDULYT INDIA

Dwarka, New Delhi – 110075

care@edulyt.com / info@edulyt.com

<https://www.edulyt.com>

<https://www.linkedin.com/company/edulytindia/>

+91 8929252575

About us

Edulyt India founded in 2018, with a Vision to bridge the gap between Education and Employment by democratizing education in emerging technologies, making it accessible to learners worldwide. Disrupting the education management sector mainly focused in the field of Analytics. Our core area of working is in Data Analytics for BFSI domain. Our team is working on basic AI tools to make the world a better easier place to live. Our core expertise lies in making the Graduates industry ready. We are highly skilled and trained in delivering training to aspiring Graduates.

Problem Statement

Guidelines

- Our team worked on a Marketing project for a leading bank (Indian). The main task was to formulate a strategy to utilise a budget of \$1mn.
- Marketing Interns need to formulate a similar strategy based on below parameters.
- Input – Budget – 50lakhs INR.
- Time – 3 Months.
- Target Audience – Full population (India only).
- Main task is to reach maximum number of existing customers and new customers via different channels in order to spread awareness about credit card products of the bank.

Tasks

- Categorization between Existing and New Customers.
- Categorization between different available channels.
- Segmentation on the basis of Gender and Age group.
- Segmentation on the basis of cities like Tier1, Tier2 and Tier3.
- Segmentation on the basis of type of occupation.

Linkedin : <https://www.linkedin.com/company/edulytindia/>

Instagram : https://instagram.com/edulyt_india

Telegram : <https://t.me/+XxzFosKYOG2M2I9>

Channel : <https://www.whatsapp.com/channel/0029ValBXP347XeJjHqbNi1X>

Youtube : <https://www.youtube.com/@EdulytIndia>

Thanks and Regards

Edulyt India

Education to Employment

A unit of Airkrit India Pvt.Ltd.

CIN - U85499DL2023PTC423549