PGDBA Internship Engagement: Case Competition

Customer targeting is an important part of Mastercard Data and Services. We use our vast trove of transaction data and provide myriads of solutions to wide range of customers in financial services domain.

In this case competition, we want you to come up with an implementable, end-to-end solution for the problem statement defined below.

Case Objective: To provide end-to-end Data-Driven solution to a major private sector Bank

Problem Statement:

ABC Bank is a major private sector Bank in the country. It is planning to launch campaigns to target potentially high value customers/cardholders who are more likely to make cross-border purchase. Mastercard has trillions of transactional datapoints. As an Analytics Consultant, you are required to define the problem and provide data-driven solution to identify these potential customers for ABC Bank.

Broadly speaking, we want to find out customers (cards) who are more likely to spend abroad. These 'more likely' customers will be given offers specific to cross-border spending.

You are required to understand 4 party model in payments industry, make necessary assumptions about data and provide your approach, models, evaluation metric, and any other relevant techniques and present your solution in the ppt.

Note: Mastercard does not store Personally Identifiable Information (PII).

What are we looking for?

1. Problem Solving Approach
2. Novelty of Solution
3. Clarity of Presentation

Rules:

a. Team size: Individual
b. Submission Structure: 2-5 Slide ppt + a maximum of 5 minutes video presentation
c. Submission Channel: Through Placement Representatives
d. Deadline: 29th September 2020 EOD