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Welcome

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#TC18

Crédit Suisse drives revenue through customer analytics

Annabelle Rincon

Visual Analytics Lead

Crédit Suisse

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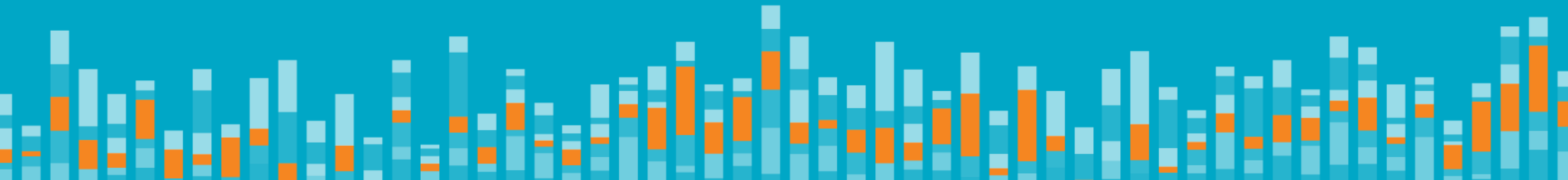
Presentation of the speaker



Annabelle Rincon

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Visual Analytics Lead and Tableau specialist at Credit Suisse

+ a b | e a u addict since 2015

@rinconannabelle

+ a b | e a u
ZURICH USER GROUP

At my first conference
@London2018

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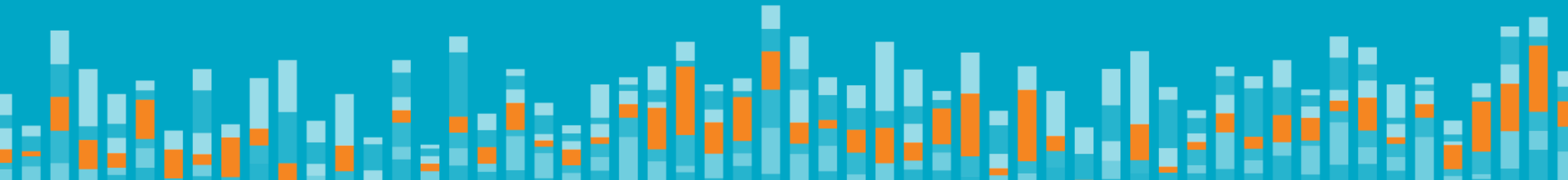
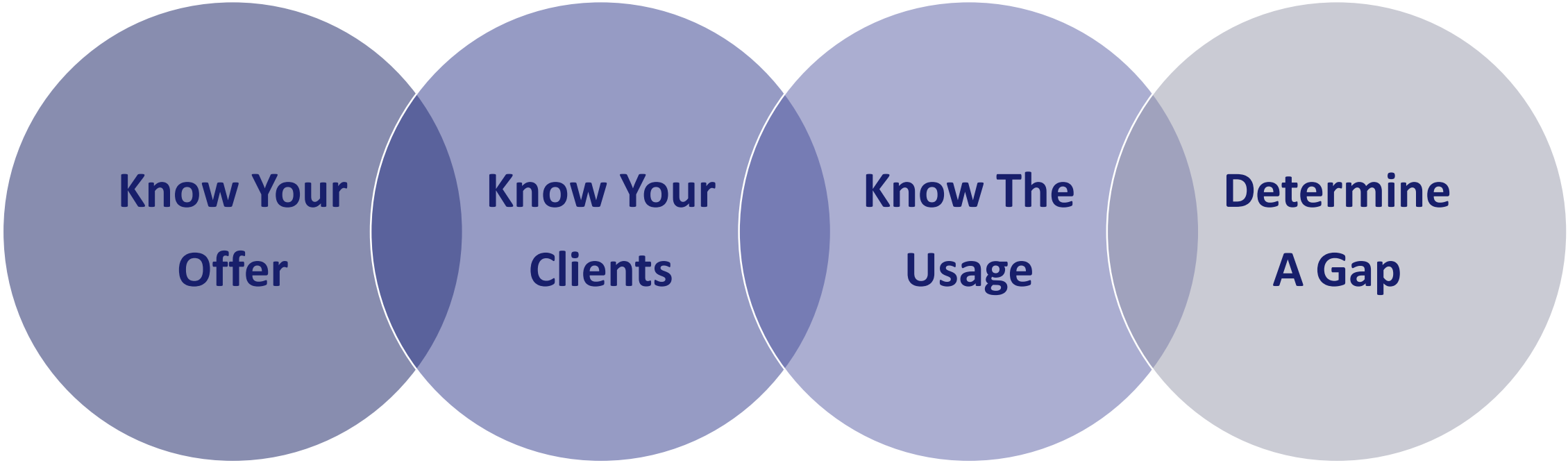
Business Cases…

…from real life



Customer acquisition or retention



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The Bank Use Case:

A Relationship manager seeks help to increase revenue

The Bank Use Case

- How can I increase my Clients portfolio and become a better Relationship Manager?

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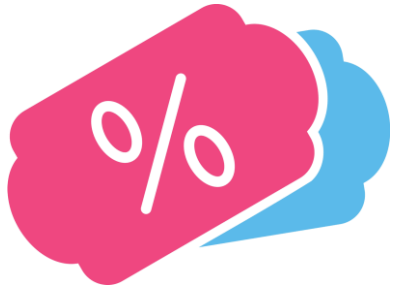
The e-commerce Use Case:

A sales representative wants to increase his sales

The e-commerce Use Case : The business



- Proposes cheaper deals and products to its customers
- 3 types of deals :
  - Coupons (restaurants, beauty, services)
  - Travel (city trips and abroad)
  - Products

The e-commerce Case

- I want to increase my sales in the coupons business, and most specifically on the restaurants area

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Questions

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“

you might very well think that but I couldn't possibly comment

click

Francis Urquhart - Ian Richardson

House of Cards

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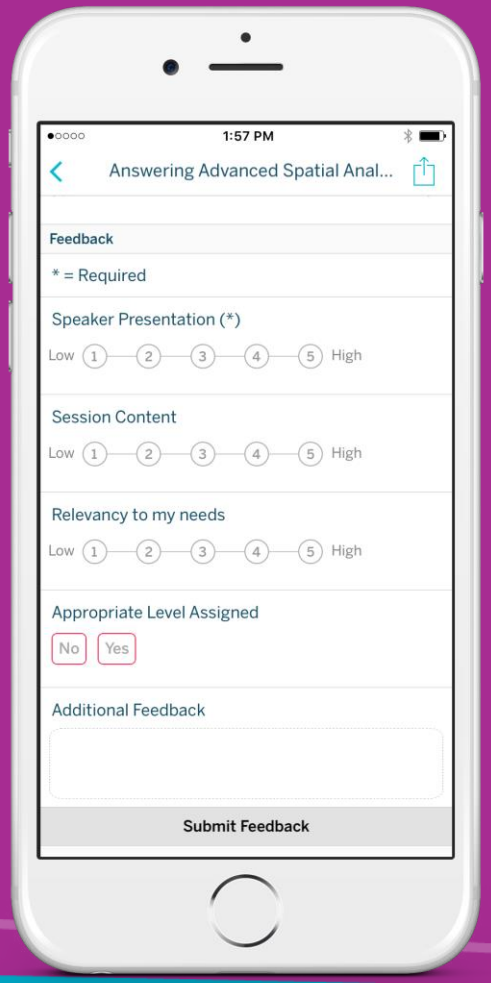

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