GROUP PROJECT

Customer Segmentation

Retail Banking

Table of Contents

1. Introduction…………………………………………………………………………………………
2. What is customer segmentation?................................................
3. What are the benefits of customer segmentation?.....................
4. How does customer segmentation work?...................................
5. List of Abbreviations…………………………………………………………………………….
6. Scope/ Aim…………………………………………………………………………………………..
7. Analyse… Demographic (age, sex, income, targeted marketing)
8. Geographical
9. SQL………………………………………………………………………………………………………
10. Excel……………………………….…………………………………………………………………..

(Table, graph…)

1. Power BI………………………………………………………………………………………………
2. Python…………………………………………………………………………………………………
3. Limitations…………………………………………………………………………………………..
4. SQL
5. Excel
6. Power BI
7. Python
8. Conclusion…………………………………………………………………………………………..

Group members: Luis, Selome, Sonal, Stephane, Yasir

Demographic

Targeted marketing- focus on the lowest amount and number of loans