# CASE STATEMENT:

# 5 steps to becoming a data driven organisationPhoenix Investment is an asset management firm and is partnering with EXL for advanced analytics solutions. Executive Ben spearheads the partnership, aiming to enhance client engagement. He is seeking answers for below questions as part of his outreach, aiming to address specific queries and gather essential information for informed decision-making.

1. Which are the top 5 firms that have invested in Phoenix Investment
   1. with the highest asset?
   2. with the highest net sales in the past 12 months?
2. Are there any data anomalies? If yes what is the percentage of such anomalies? How will you tackle them?
3. Identify key patterns observed in the dataset, highlighting significant trends or correlations that provide valuable insights. *At least 5 major findings*
4. Define the target audience for an email campaign by considering a specific audience size that aligns with the campaign goal of “Customer Retention Resurgence!”

*Hint:*

* Advisors with a significant drop in assets would be classified as potential attrition and can be targeted for a retention campaign.
* *Since it is an email campaign, scrub off the advisors who are not marketable. Example: an advisor with no email cannot be sent an email. Identify other such criteria and exclude nonmarketable advisors from the target audience.*

# DATASETS TABLE

1. **Advisors’ details** - Advisor’s Personal Information (1000 advisors)
2. **Asset Details** - Advisor’s Assets for past 16 months
3. **Transactional Details** - Advisor’s Transaction for past 16 months
4. **Activity Details** - Advisor’s Activity with Sales Associate for past 16 months
5. **Firm Details** - Advisor’s Firm Information

# COLUMNS IN EACH TABLE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Advisor’s Details** | **Firm Details** | **Asset Details** | **Transaction Details** | **Activity Details** |
| CONTACT ID | FIRM ID | CONTACT ID | CONTACT ID | CONTACT ID |
| NICK NAME | FIRM NAME | MONTH | TRANSACTION DATE | ACTIVITY TYPE |
| FIRST NAME | PARENT ID | ASSET | TRANSACTION VALUE | ACTIVITY DATE |
| MIDDLE NAME | PARENT NAME |  | SALES/REDEMP CODE |  |
| LAST NAME |  |  |  |  |
| PREFIX |  |  |  |  |
| SUFFIX |  |  |  |  |
| MOBILE PHONE |  |  |  |  |
| PRIMARY EMAIL |  |  |  |  |
| FIRM ID |  |  |  |  |
| STREET\_1 |  |  |  |  |
| STREET\_2 |  |  |  |  |
| CITY |  |  |  |  |
| STATE |  |  |  |  |
| ZIP |  |  |  |  |
| COUNTRY |  |  |  |  |
| SEGMENT |  |  |  |  |
| BIRTHDATE |  |  |  |  |
| INDUSTRY EXP |  |  |  |  |
| FIRM EXP |  |  |  |  |

# GLOSSARY

* Segment:
  + Advisors are segmented into distinct groups based on the asset management firm's client-focused approach, tailoring their services to meet varying client needs, preferences, and investment goals.
* Industry Experience:
  + Total Industry Experience of advisor (in years)
* Firm Experience:
  + Firm Experience of advisor in current form (in years)
* Asset:
  + Asset under management provides the total market value of all the financial assets under the advisor’s portfolio.
* Transaction:
  + Sales –Inflow of funds when a Financial Advisor purchases a fund.
  + Redemption – Outflow of funds when a Financial Advisor withdraws funds from his/her portfolio.
* Activity Type:
  + The sales team interacts with an advisor through various mediums (phone call, direct meeting etc.). These activities are then recorded by the sales team into a CRM tool for future reference.