Checking Account Customer Acquisition Report at Santander Bank
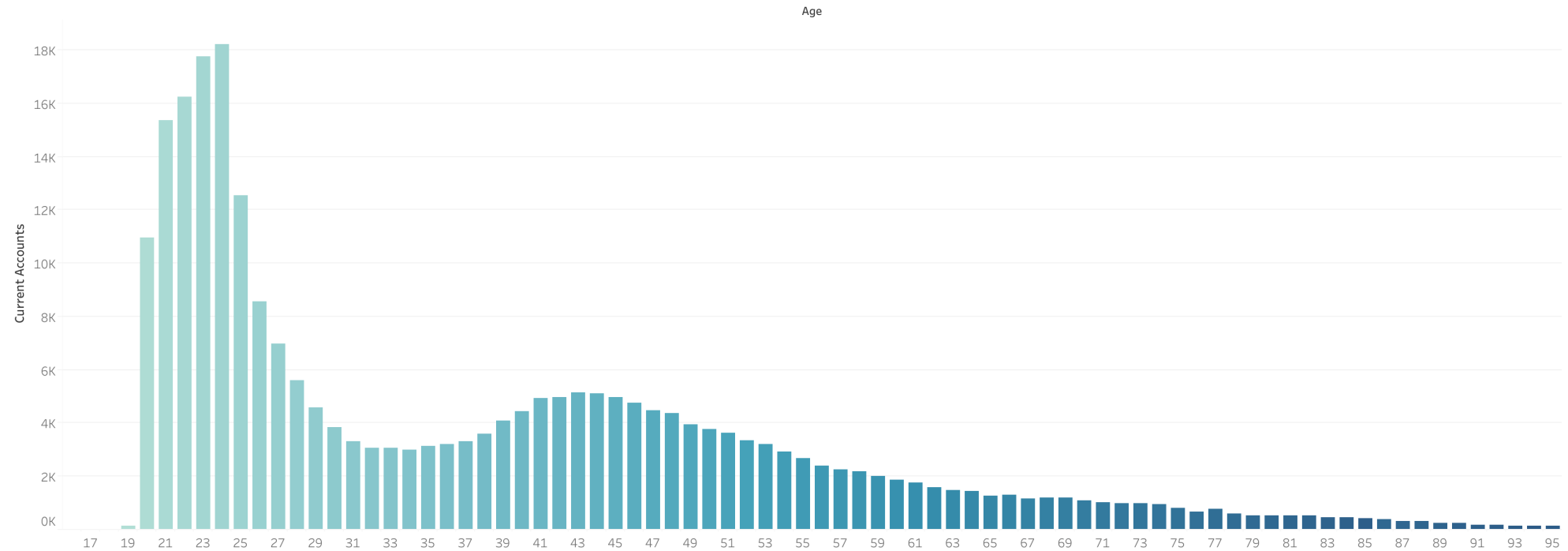
STEPHANIE CHEW

Objective

- To analyze new customers who open checking accounts at Santander Bank and how to gain younger customers.

- What is the age group of the new customers?

- When did they open the accounts?

- How many checking accounts are opened by new customers vs. existing customers?

New Customers by Age

Age

New Customers By Age

- Ages for checking accounts.

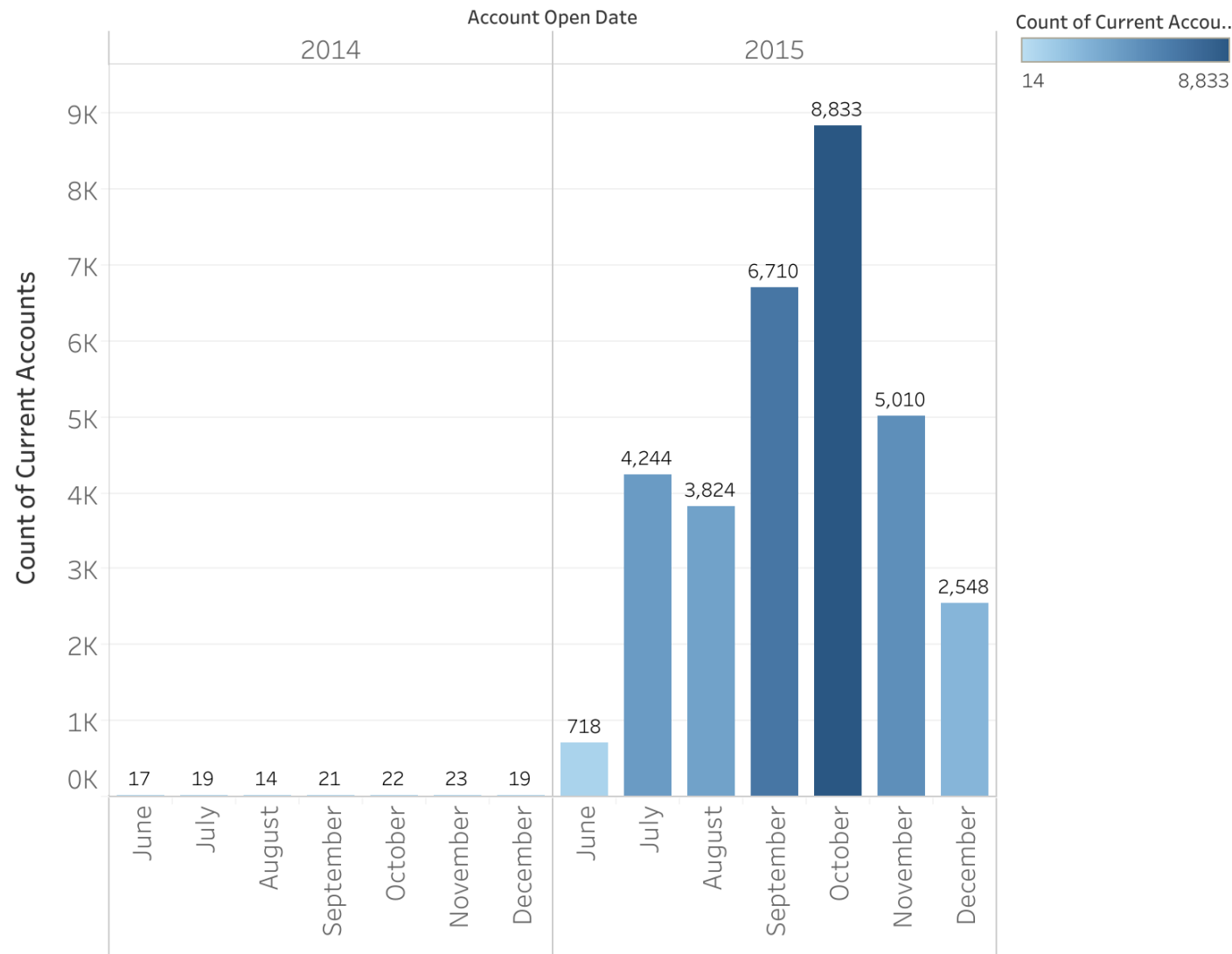- High number of new customers in the 20s signed up for checking accounts.

New Customer Account Openings

New customers open checking accounts the most on October 2015.

Most likely an effective marketing campaign attracted new customers between September 2015 and October 2015.

September and October is when new school year starts.
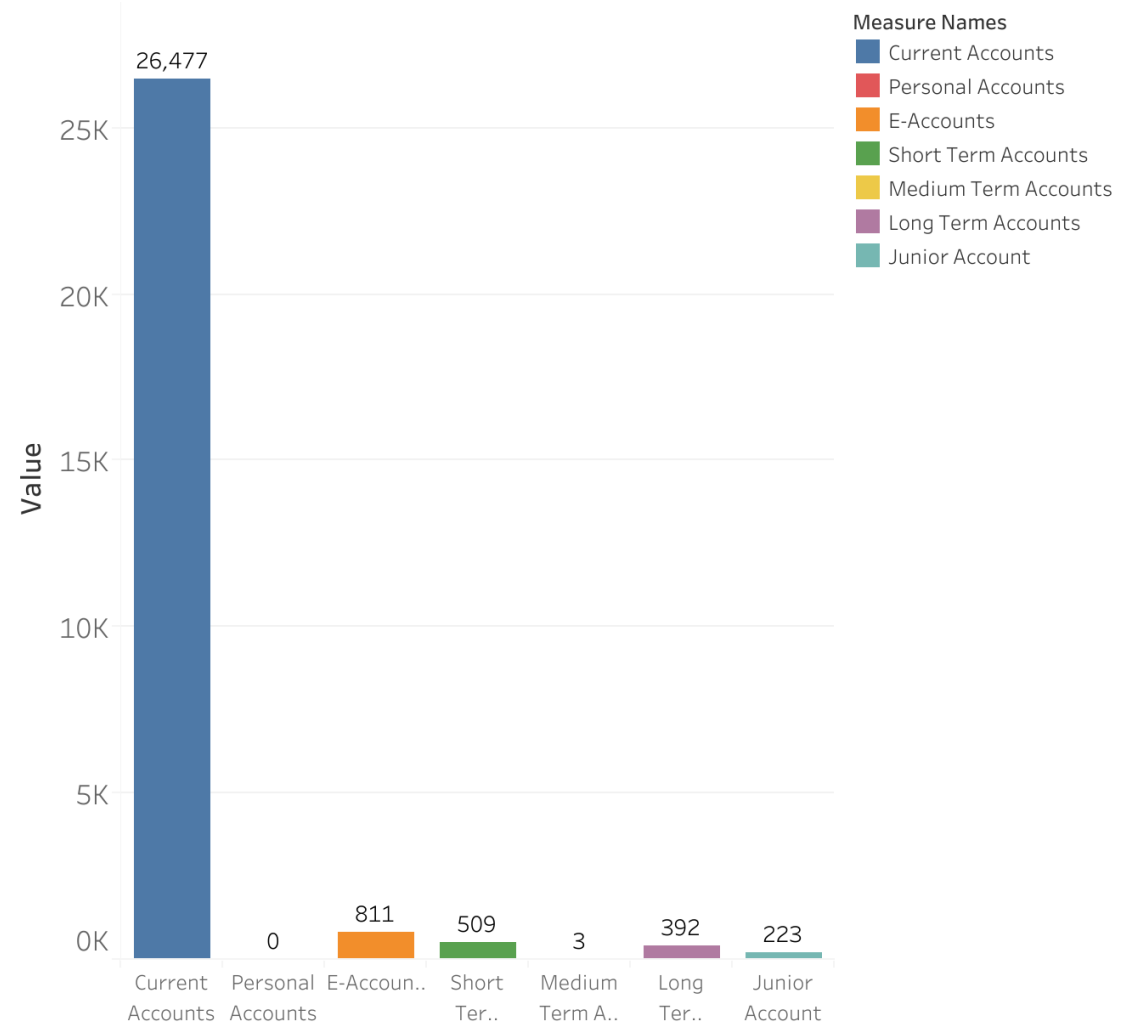

Account Opening Dates Checking Accounts

New Customer Deposit Accounts

- Majority of new customers open checking accounts.

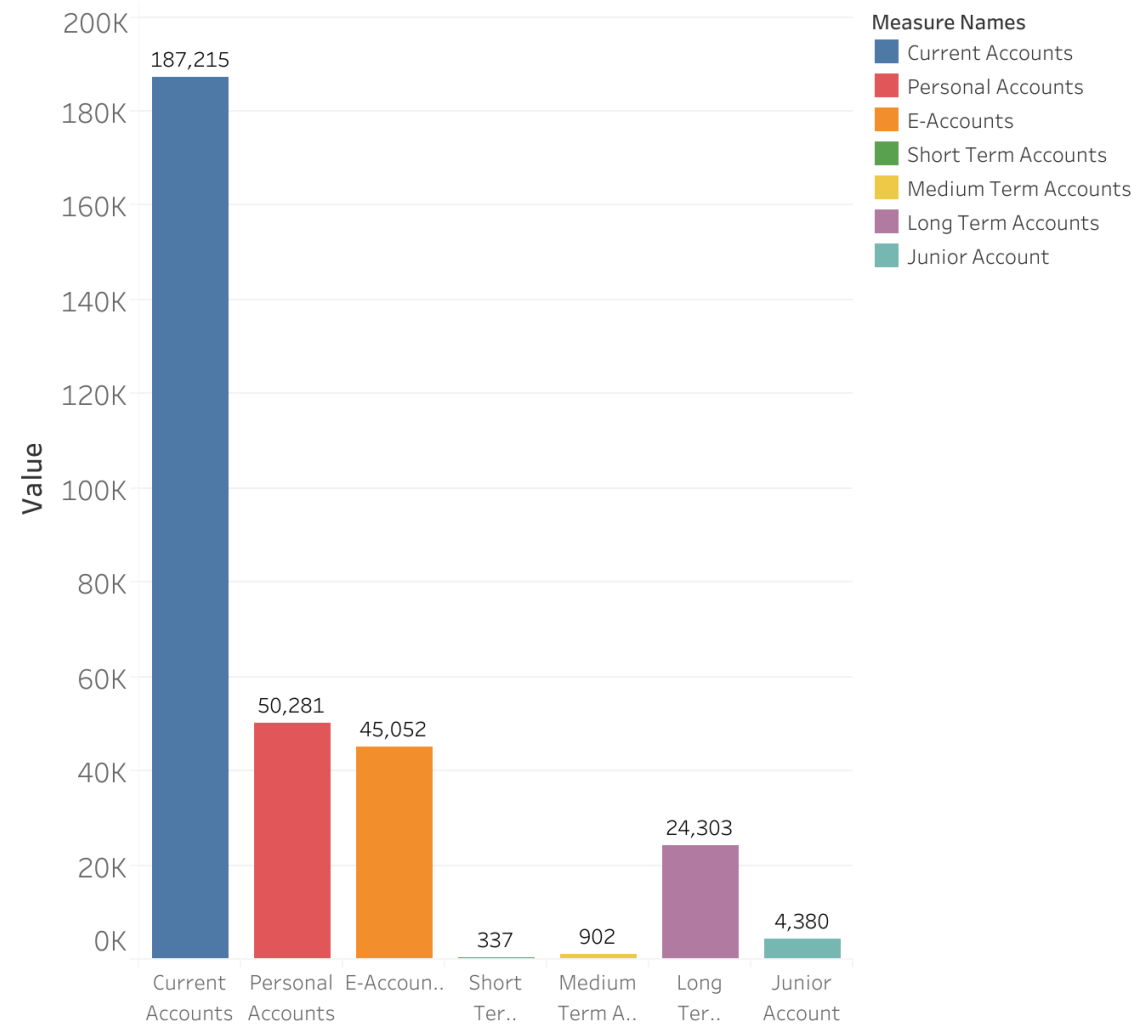- Not too many open other deposit accounts.

New Customer Account Openings

Existing Customer Deposit Accounts

- High customer loyalty with existing customers, especially with checking accounts.

- Higher number of long-term account openings than short and medium terms.

Existing Customer Accounts

Measure Names
- Current Accounts
- Personal Accounts
- E-Accounts
- Short Term Accounts
- Medium Term Accounts
- Long Term Accounts
- Junior Account

Values shown:
- Current Accounts: 187,215
- Personal Accounts: 50,281
- E-Accounts: 45,052
- Short Term Accounts: 337
- Medium Term Accounts: 902
- Long Term Accounts: 24,303
- Junior Account: 4,380

Hypothesis T-Test

H_0: The number of new customers is the <u>same</u> as existing customers for checking account.

H_a: The number of new customers is <u>different</u> from existing customers for checking account.

T-Test: P-Value = <u>0.017</u>

<u>Reject</u> the null hypothesis.

Overall: High customer loyalty with existing customers.

Next Steps

Dig Deeper
Dig deeper on customer acquisition analysis for remaining deposit accounts.

Analyze
Analyze marketing campaigns (digital ads, social media, etc.) and find out how to attract the younger audience.

Deposit Amount
Find out the total deposit amount.

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