

Columbia University PGDMLAI Capstone



PGDMLAI Capstone

nuveen

A TIAA Company



Founded more than 100 years ago by one of history's great philanthropists, Andrew Carnegie, TIAA is committed to helping institutions and individuals pursue positive outcomes through an array of global, diversified financial services and a long-term investment perspective

TIAA has over \$1 trillion in **assets under management** and offers a wide range of financial solutions, including investing, banking, advice and education, and retirement services.

PGDMLAI Capstone

nuveen

A TIAA Company

Our client will be Nuveen, the mutual fund company, specifically the Chief Marketing Officer.

Nuveen maintains its international headquarters in **Chicago**, with major offices in New York City, Charlotte, San Francisco, London and secondary offices in Frankfurt, Los Angeles, Shanghai, Singapore, Rio de Janeiro, Vienna, Stockholm, Minneapolis, Montreal, Washington DC, Tokyo, Luxembourg, Madrid, Milan, Paris and Miami.

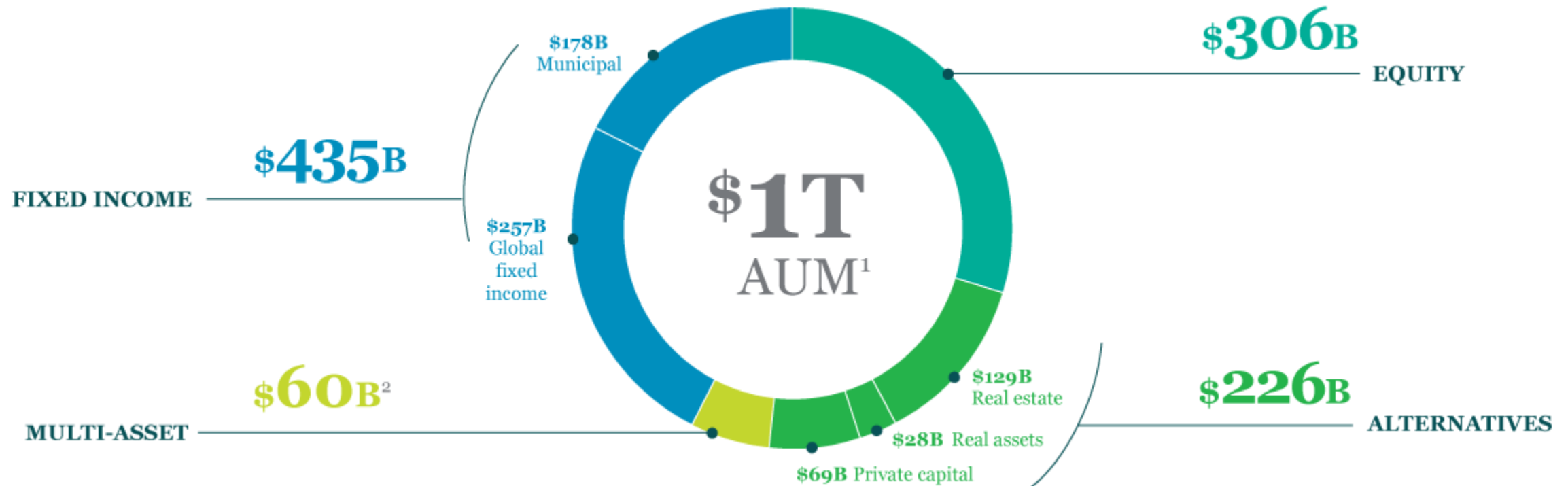
Nuveen was acquired by TIAA for \$6.3B from its private equity owners in April of 2014.

Nuveen is tasked with marketing and selling mutual funds through investment professionals (brokers, financial planners, financial advisors).

PGDMLAI Capstone

nuveen

A TIAA Company



PGDMLAI Capstone

nuveen

A TIAA Company

Nuveen is strongest in bond funds, particularly tax-free (municipal bonds).

Nuveen charges investors a percent of assets under management (AUM). Therefore the more that they sell, and the longer it stays in their mutual funds, the more revenue they receive.

Goals: acquire new clients cost-effectively, sell more to existing clients, reduce redemptions (ADR – acquire, develop, retain)

It is likely that Nuveen has a relatively small percent of clients that account for a high percentage of their profit.

PGDMLAI Capstone

nuveen

A TIAA Company

Mutual funds are sold and marketed to advisors through several channels:

- In-person salesforce (wholesalers)
- Telephone salesforce (internal wholesalers)
- Meetings and events
- Email and direct mail marketing
- Social media

The market is highly competitive (as of 2018 there were 9,599 mutual funds in existence). Sales costs can be expensive (wholesalers are highly compensated).

PGDMLAI Capstone

nuveen

A TIAA Company

Your objective is to assist sales and marketing by improving their targeting.

Use 2018 data to predict:

- 2019 sales
- The probability of adding a new fund in 2019
- Prepare a presentation that is appropriate to deliver to senior sales and marketing professionals

PGDMLAI Capstone

nuveen

A TIAA Company

Capstone Rubric

Develop a presentation on your analysis of the client data. The presentation should have a professional look. Do not try to be too “flashy”.

- Choose a template that looks professional
- Use the company logo
- Make certain that you use consistent fonts of appropriate size
- Convey the necessary information with the proper amount of detail for a presentation (primarily bullet form)
- Avoid typos and mis-spelling
- Use graphics when appropriate, label them clearly

PGDMLAI Capstone

nuveen

A TIAA Company

The presentation should contain the following elements:

Background (5%)

State the current situation that the company is facing. Why do they need data science assistance? Don't be too wordy. The company knows their situation. You just need to convince them that you understand their situation.

Objectives (10%)

Be specific with respect to the objectives of your analysis. What can the client expect? What are the benefits?

Approach (15%)

Describe the process that you went through: How you determined a solution, what the data includes, any processing/cleaning of the data, what the solution will include, how it will be implemented.

PGDMLAI Capstone

nuveen

A TIAA Company

Analysis Results (50%)

Present the results of your analysis. Be clear and concise. Remember that your audience consists of business managers as well as data scientists.

Describe your results. Display important variables and possibly combinations of variables.

Select the correct analytical technique. Briefly describe why this is the correct technique.

Describe the data used for your analysis and their importance. Show the results of your validation in a way that can be monetized or quantified by the client.

Use appropriate graphics. Clearly label all your axes. Be consistent with your use of color. Use bullet points to highlight the findings.

Recommendations (20%)

Provide clear recommendations as to how to utilize your analysis. Are there any concerns or anything that requires special attention?