Topic Suggestion AI&D

Deloitte Spain

Artificial Intelligence and Data

Description

You are a specialized consultant in the **financial sector in Spain**. You have identified that in recent years, the sector is immersed in a dynamic and highly competitive environment driven by the growing trend of customers towards less loyalty to traditional institutions, the emergence of neobanks, and the intensification of competition through the war of conditions in key banking products (accounts, mortgages, loans, ...).

Within this context, you observe that **financial comparators** have positioned themselves as a **key tool for customer acquisition**, attracting significant volumes of web traffic and referencing it to banking entities. However, you need to conduct a more in-depth analysis to reach more granular and meaningful conclusions.

You get to work and define your study objective as **understanding the factors affecting the web traffic of the Accounts product pages of the main banking entities operating in Spain**. After reflecting on the available information, you start your work: you gather the conditions of the main bank accounts, reconstruct the historical average position of account products in the top rankings of the most consulted financial comparator for this product (helpmycash.com), and extract data on traffic and shared audience from relevant domains for the last years from SimilarWeb. You save all this information in a file called **"Account Products.xlsx"**.

Additionally, you consider checking some additional information:

- The evolution of interest in different Account products (commission-free accounts, interest-bearing accounts, salary accounts, savings accounts) on **Google Trends**.

- **WayBackMachine.com** allows you to check the history and modifications of websites over time. It can be useful to review positions, conditions, or information at different moments in your historical data.

- Financial news and journals can shed light on changes in level, peaks, or trends in your data. For example, you regularly check **tucapital.es**, or the Banking sections of Cinco Días, Expansión, etc.

- You note to review whether any macroeconomic variable may be relevant and whether such series have a seasonal component.

Once you have a clear picture of the information you can use, you set an action plan:

i)   Conduct a **Detailed Exploratory Analysis** to understand your data, detect anomalies, and, if they exist, evaluate the relationships between them.

ii)   **Adjust a model for each Account product**, where the dependent variable is the traffic/users generated on its domain, to identify which factors are relevant in explaining these series.

iii)   Measure the **elasticity of the Competitive Positioning of Comparators**.

In summary, your main objective is to **understand the web traffic of each defined account**: measure in general what factors impact them and, **in particular, the influence of positioning in comparators** (if there is a relationship).

Data Details

Within your "Account Products.xlsx" file, you have several sheets:

1. **product_accounts:** List of the account products you want to analyze and their respective entities.

2. **ranking_position:** Position of the main banking account products in the competitiveness ranking of the financial comparator Helpmycash.com. *Monthly data (December 2021 – January 2024).*

3. **account_conditions:** Details of the **Conditions** of the main sector accounts. *(January 2024).*

4. **web_traffic_accounts:** Data from SimilarWeb on Desktop Visits to the web domains of the main Banking Account products classified in the rankings of Helpmycash (Best Fee-Free Accounts, Best Salary Accounts, Best Savings Accounts). *Monthly data (December 2021 – December 2023).*

5. **cross_visitation:** Percentage of Users who visited helpmycash.com and the domains of the considered banking entities on the same day. *Monthly data (December 2021 – December 2023).*