

# Customer Segmentation

## **INDUSTRY BACKGROUND**

**Majid Al Futtaim is a leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.**

## **PROBLEM STATEMENT**

**The credit card business of the company (NAJM) was interested in capitalizing untapped acquisition potential within its movie customer base. The objective was to identify and acquire profitable customers for NAJM from VOX through acquisition campaigns.**