



ENCHANTFUND.CO

INTRODUCTION

EnchantFund.co is a leading investment company that offers several options for mutual funds such as stocks, bonds, money market and mixed investments, allowing us to buy or even sell mutual funds.



PROBLEM /OPPORTUNITY

Marketing team need data analyst helps to give an idea what kind thematic campaign should we make in the next month to increase the number of user.

OUR CUSTOMER PROFILE



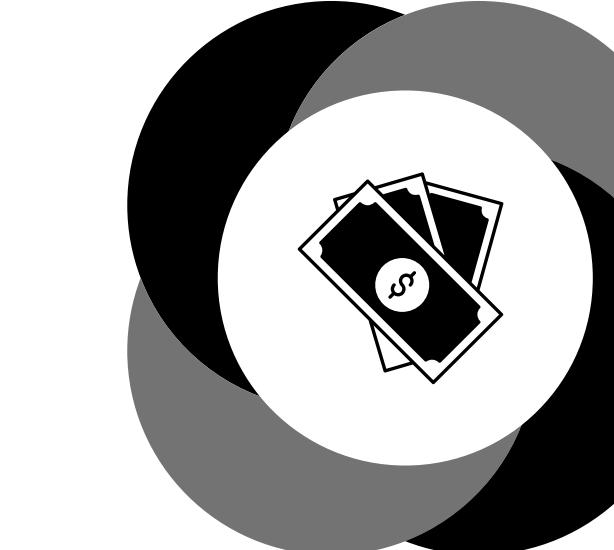
Number of users

With more than 8000 active user from all over region in Indonesia, with **63% male** and **37% female** user and the majority are from Gen-Z (17-30) also there are several "crazy rich" invested in our platform.



Rp Invested Amount

Our current total invested amount has **more than 21 billion** rupiah that has exceeded our expectations when we founded this company.



Income Source

The majority of our user income source is from **Salary** that in range **less than 10 million** per month, also there is some "Crazy Rich" user that has income range more than **500 million** or even **1 Billion** per month.

Most Favourite Investment

Our user favorite investment is **bond-mutual funds** than other fund



Trend of Product

The trend of **buying** our product are **increasing** from August till September 2021, on the other hand users who **sold** our product is **more less** than user who bought the product.



USER CLUSTERING

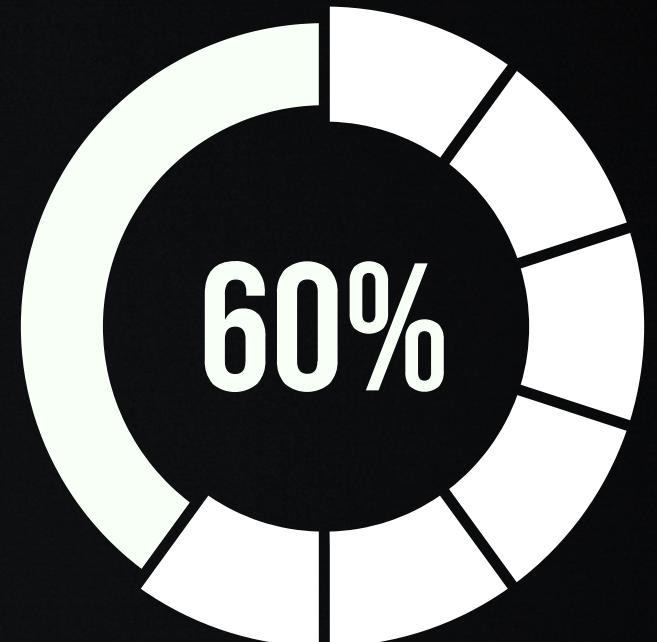
There are several types of investors in our company that trade in mutual funds. Where they are divided into **three** types of investors :

1. Mud Blood Investor
2. Half Blood Investor
3. Pure Blood Investor





MUD BLOOD INVESTOR



MUD BLOOD INVESTORS ARE DOMINANT WITH A TOTAL 60% OF ALL USERS.

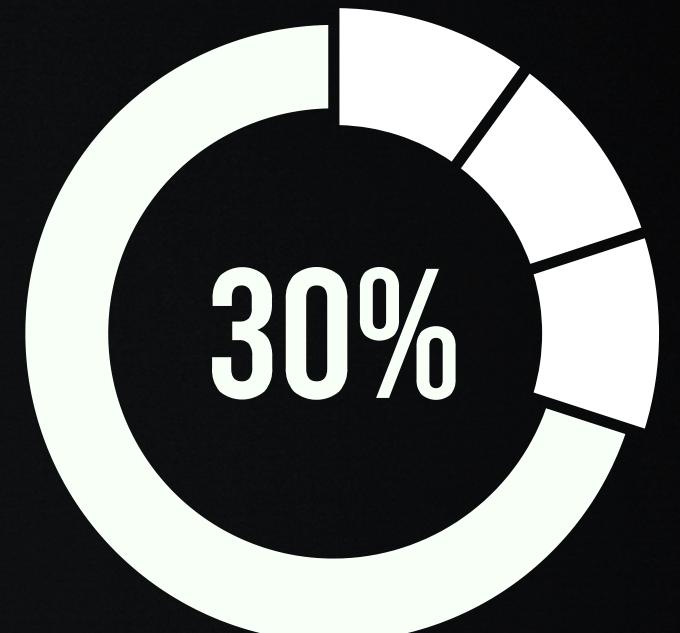


MUD-BLOOD INVESTOR HAS **4,881 USERS**, WITH **64%** OF TRANSACTIONS COMING FROM **MALE USERS**, MOST OF WHICH ARE **GEN-Z** BETWEEN THE AGES OF **17** AND **26**. FURTHERMORE, **62%** OF THEM **DON'T USE REFERRALS**.

THE MAJORITY OF USERS IN THIS CLUSTER ARE **STUDENT**, MAKING UP ALMOST **80%** OF THE TOTAL USER, WITH TOTAL AVERAGE INVESTED AMOUNT **500.000 RUPIAH** PER USER.



HALF BLOOD INVESTOR



30% OF THE TOTAL USERS ARE DOMINATED BY HALF-BLOOD INVESTORS.

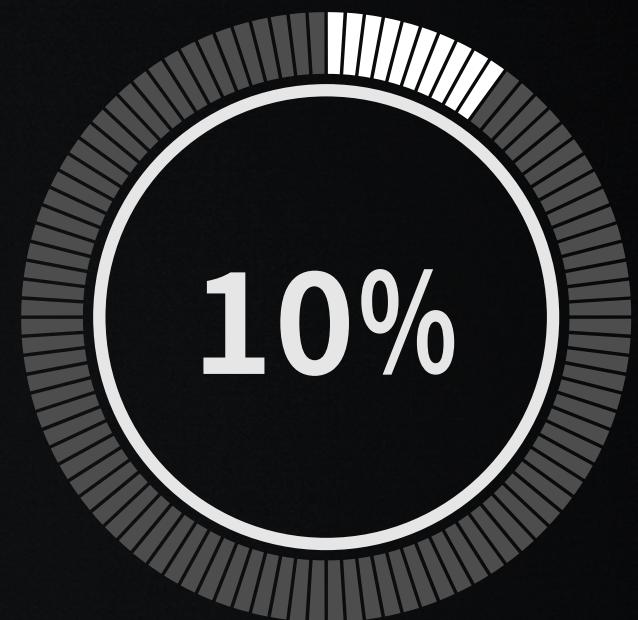


HALF-BLOOD INVESTOR POSSESSES **2507** USERS, OUT OF WHICH **61%** OF THE TRANSACTIONS ARE CARRIED OUT BY **MALE** USERS. THE MAJORITY OF THESE USERS BELONG TO THE **MILLENNIAL GENERATION**, AGED BETWEEN **27-31** YEARS OLD. FURTHERMORE, **65%** OF THESE USERS **DO NOT UTILIZE REFERRALS**.

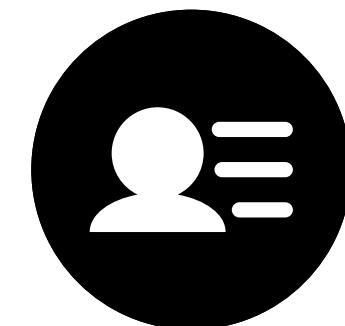
MOST USERS IN THIS GROUP WORK IN **PRIVATE COMPANIES** AND RELY ON THEIR **SALARIES** AS THEIR MAIN **SOURCE OF INCOME**. THEY MAKE UP **44%** OF THE TOTAL USER BASE AND INVEST AN AVERAGE OF **2.6 MILLION RUPIAH EACH**.



PURE BLOOD INVESTOR



ALTHOUGH ONLY REPRESENTING 10% OF THE TOTAL POPULATION, THE USERS WITHIN THIS CLUSTER ARE HIGHLY VALUABLE AND HAVE SIGNIFICANT POTENTIAL.



PURE-BLOOD INVESTOR HAS A USER BASE OF **889**, WITH **56%** OF TRANSACTIONS BEING CARRIED OUT BY **MALE** USERS. THE MAJORITY OF THESE USERS BELONG TO THE **GEN-X OR BABY BOOMER GENERATIONS**, RANGING FROM **39-83** YEARS OLD. ADDITIONALLY, **70%** OF THESE USERS **DO NOT USE REFERRALS**.

MOST OF THE USERS IN THIS CLUSTER ARE **EMPLOYED IN THE PRIVATE SECTOR** AND RELY ON THEIR **SALARIES** AS THEIR PRIMARY SOURCE OF INCOME. ON AVERAGE, EACH USER HAS INVESTED AROUND **3.7 MILLION** RUPIAH.

CAMPAIGN #1



WEBINAR

"Investing for your Future"

*Since most of the users are dominated by **students** and have a low average invested amount, a thematic campaign focused on creating awareness about the importance of investing at an early age and promoting the benefits of mutual funds could be effective*

CAMPAIGN #2



*Since there are users comes from **private sector employees**, a thematic campaign focused on promoting the ease and convenience of investing in mutual funds through **salary deductions** could be effective and could include targeted ads on social media, or email campaigns*

CAMPAGN #3



"Investing for the Long-Term"

10% users have a *high average invested amount*, a thematic campaign focused on promoting *the potential long-term benefits of mutual fund investing* could be effective and could include educational webinars, personalized investment plans, and personalized investment advice aimed at helping users maximize their returns



Let's connect !

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