

## PROBLEM STATEMENT

### Background & Objective

The client is a financial service institution. They want to grow their revenues and intend to target a segment of their customers with a cross-sell product for insurance (permanent disability insurance with low monthly premium). They need to know who would buy this product.

### Execution Plan

This needs to be achieved in two ways

1. The marketing team would like to know what strategies to develop based on the ideal customer
  - a. profile. They would like a description of who buys this product so they can design marketing
  - b. strategies
2. The business team would like to target customer through statement inserts. They would like to get a list of customers who are most likely to respond to this offer.