



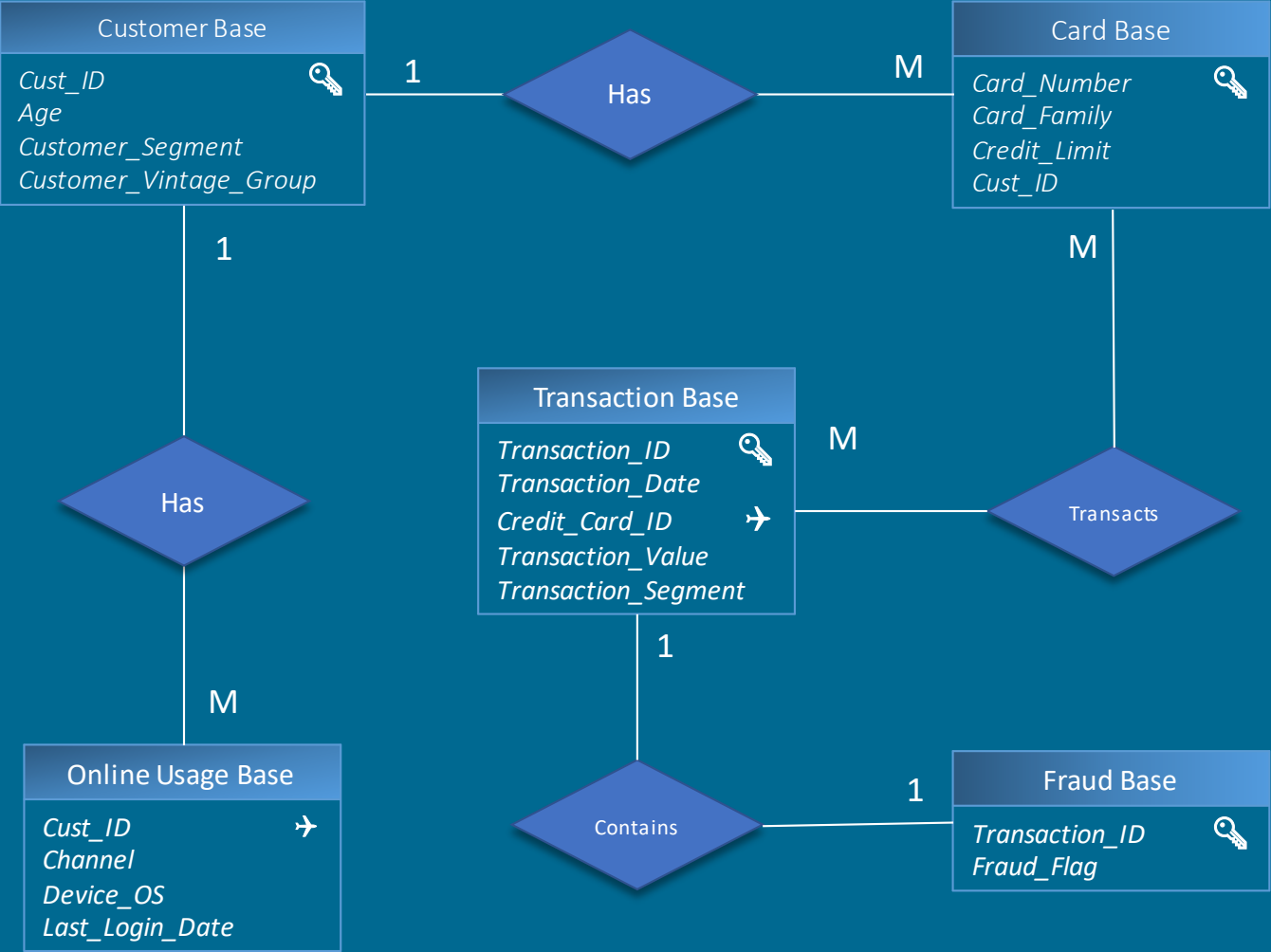
Customer Analytics - Credit Cards

Neha Savant

Focus

- Introducing Data
- Marketing View
- Fraud Campaign
- Future Strategy

Introducing Data

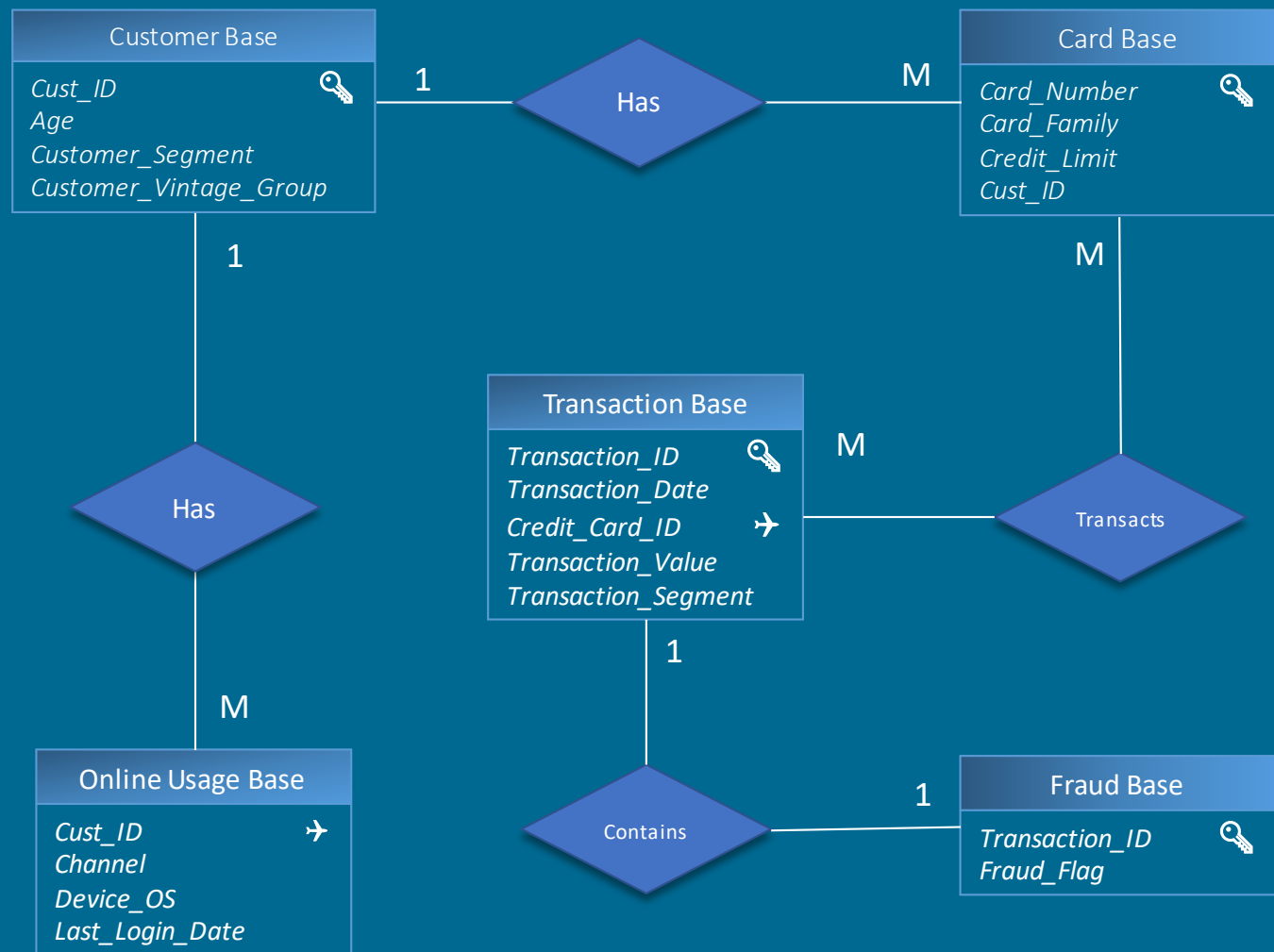


OROC

'One Row One Customer' View

<i>Cust_ID</i>	
<i>#_Credit_Cards</i>	
<i>#_Gold_CC</i>	
<i>#_Platinum_CC</i>	
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<i>Customer_Segment</i>	
<i>Age</i>	
<i>Last_Login_Date</i>	
<i>Last Login Device</i>	
<ul style="list-style-type: none"><i>Activity Channel</i><i>First_Transaction_Dt</i><i>Last_Transaction_Dt</i><i>Recency</i><i>Frequency</i>	
<i>Txn_Volume</i>	
<i>Txn_Value</i>	
<ul style="list-style-type: none"><i>Average_Order_Value</i><i>#_Txn_Segments</i><i>Favorite_Txn_Segment</i>	
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Introducing Data



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- *First_Transaction_Dt*
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- **Recency**
- **Frequency**

Txn_Volume
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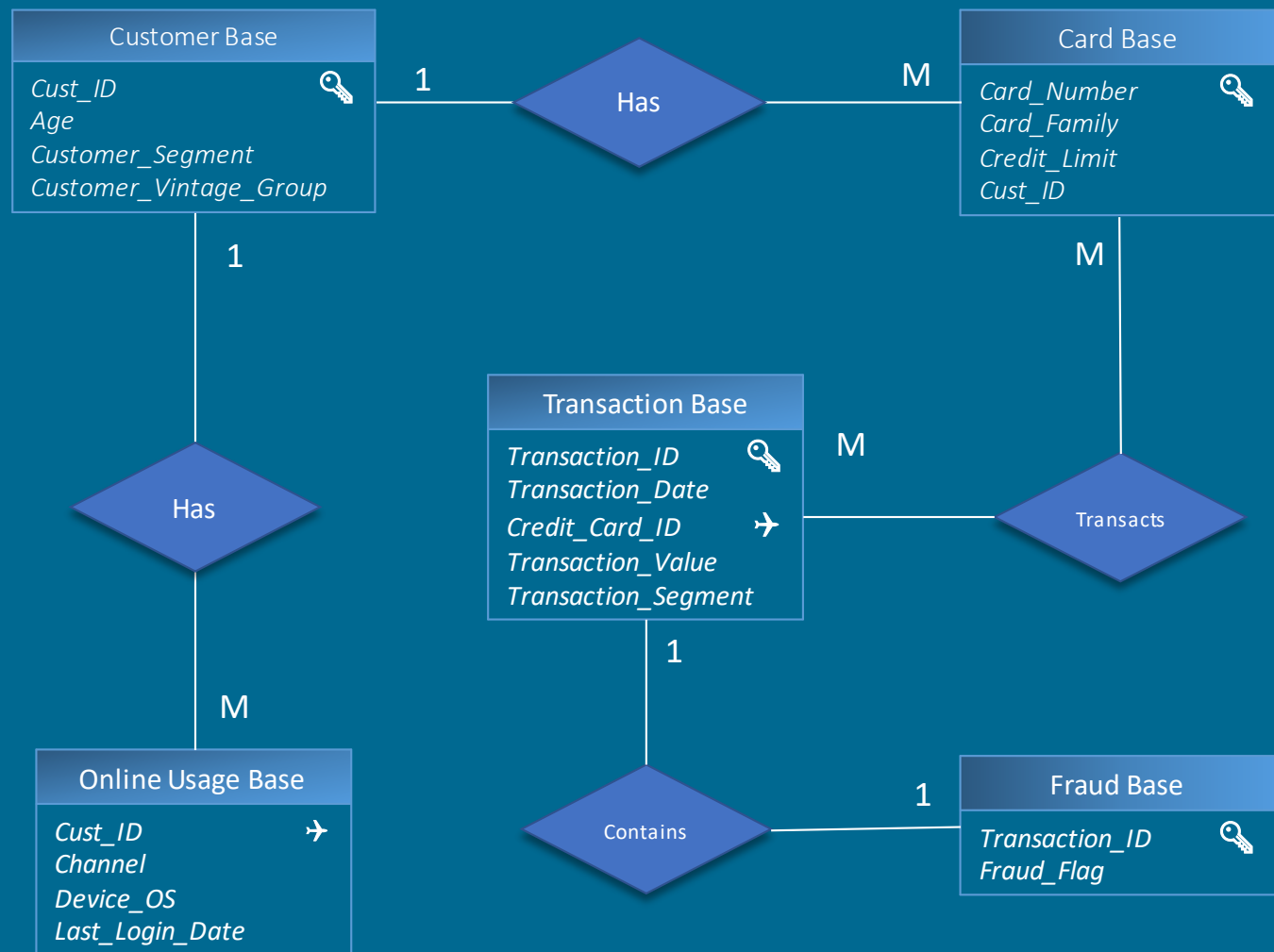
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Only Web
 Web + iOS
 Web + Android
 iOS User
 Android User

Introducing Data



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'One Row One Customer' View

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First and Last
Activity Dates

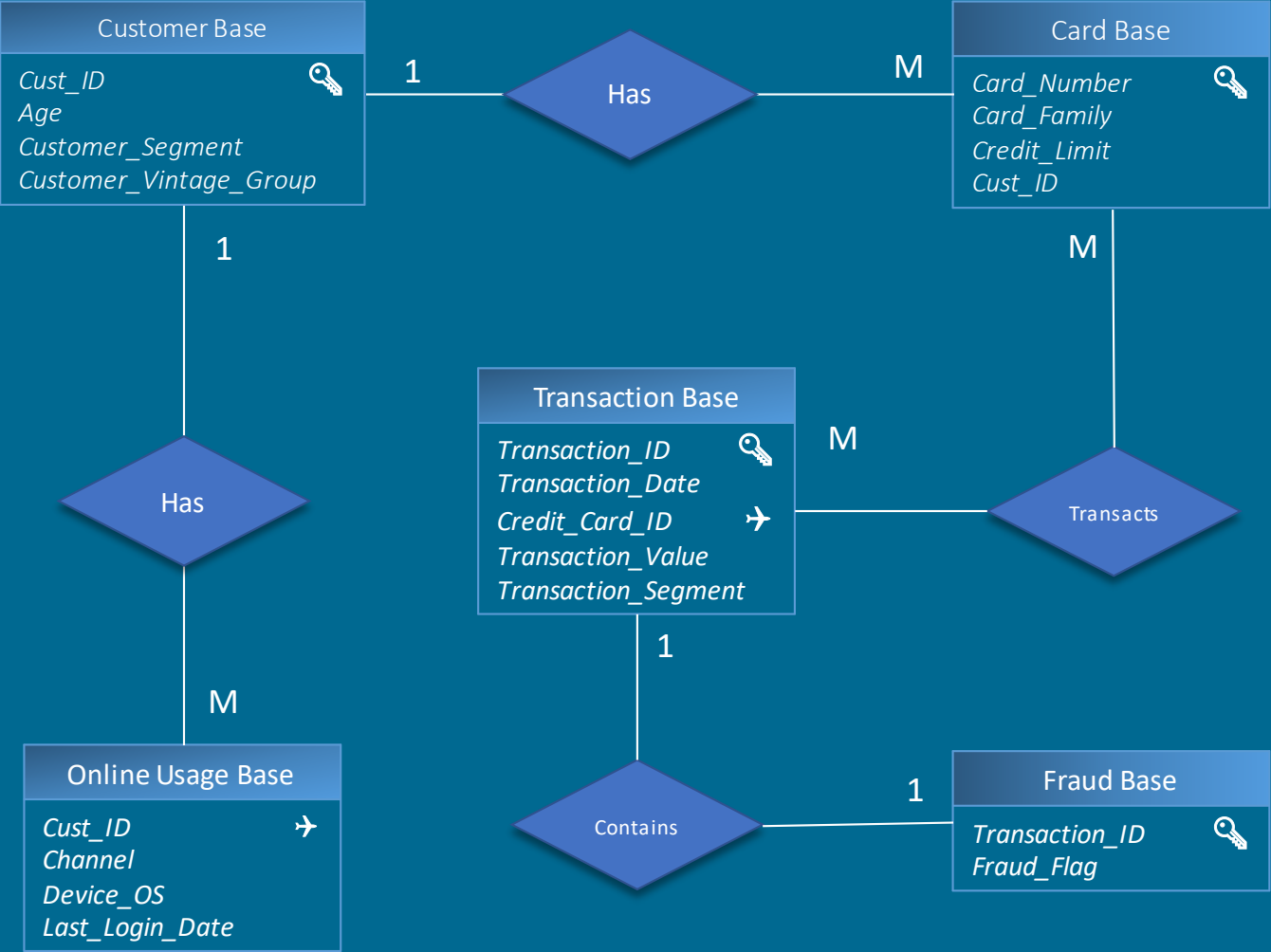
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- ***Recency***
- *Frequency*

To identify active
and dormant
customers
(45days inactive)

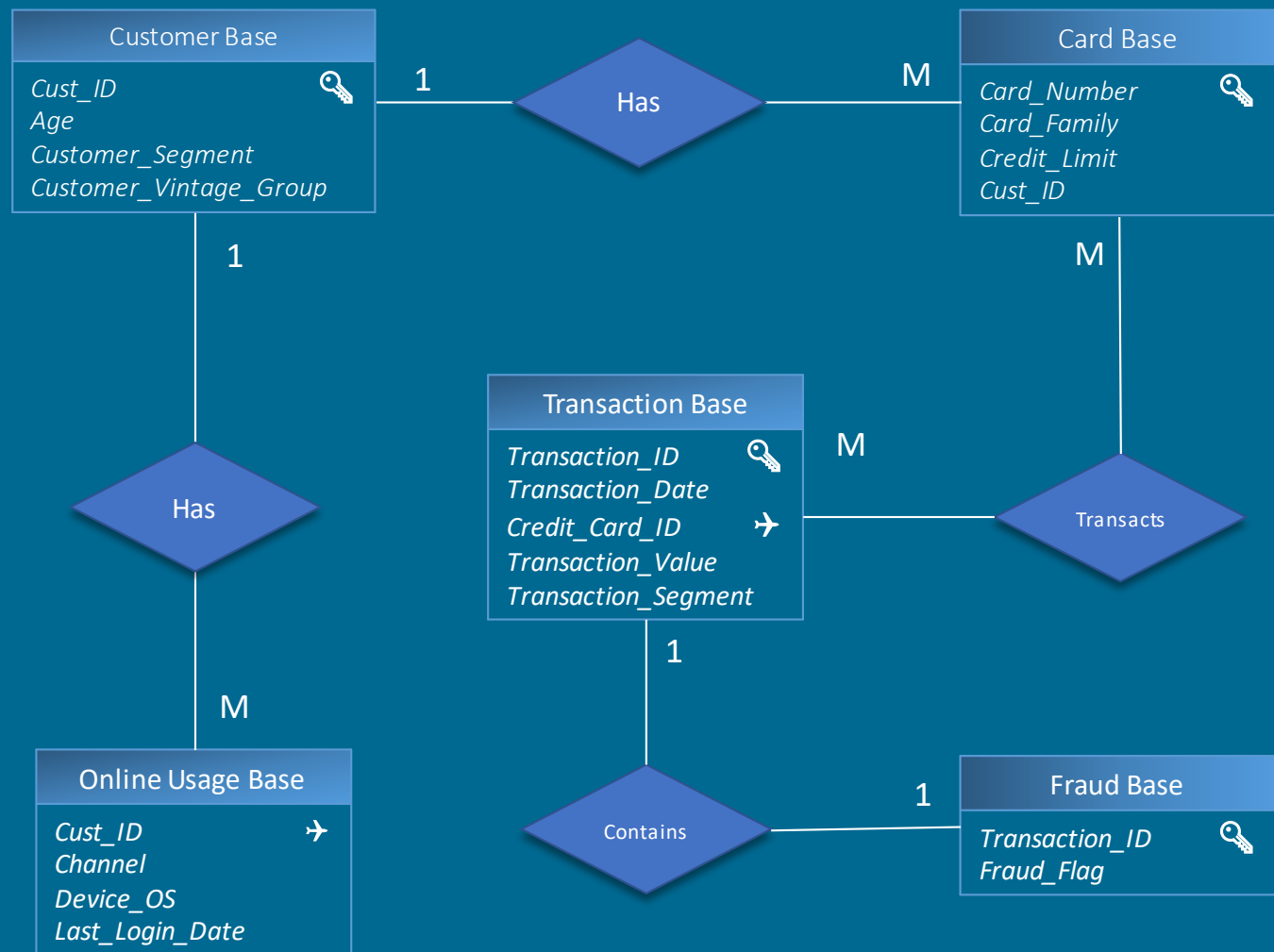
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How often is the customer transacting.
 Eg. Once in seven days, 1/7

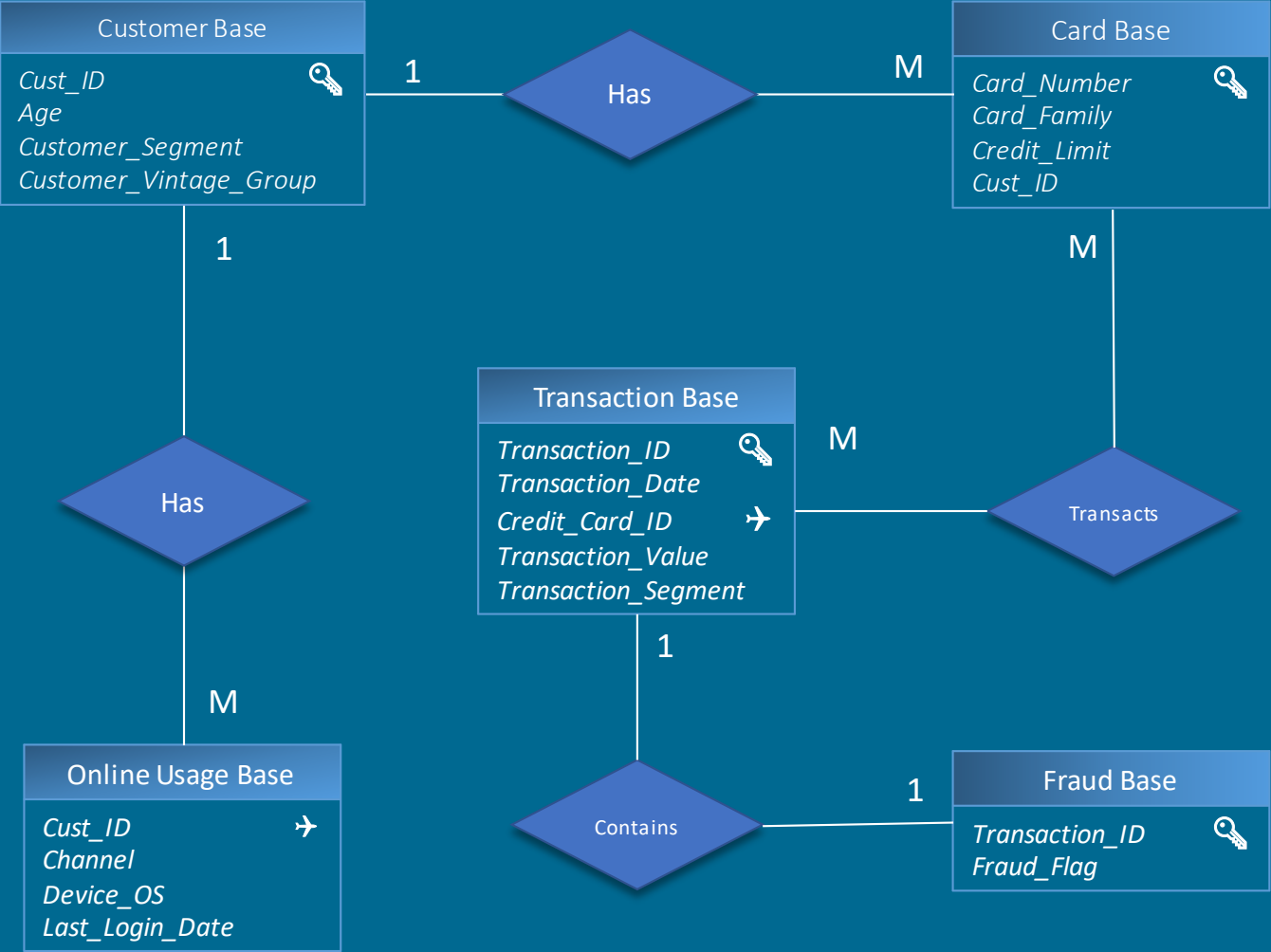
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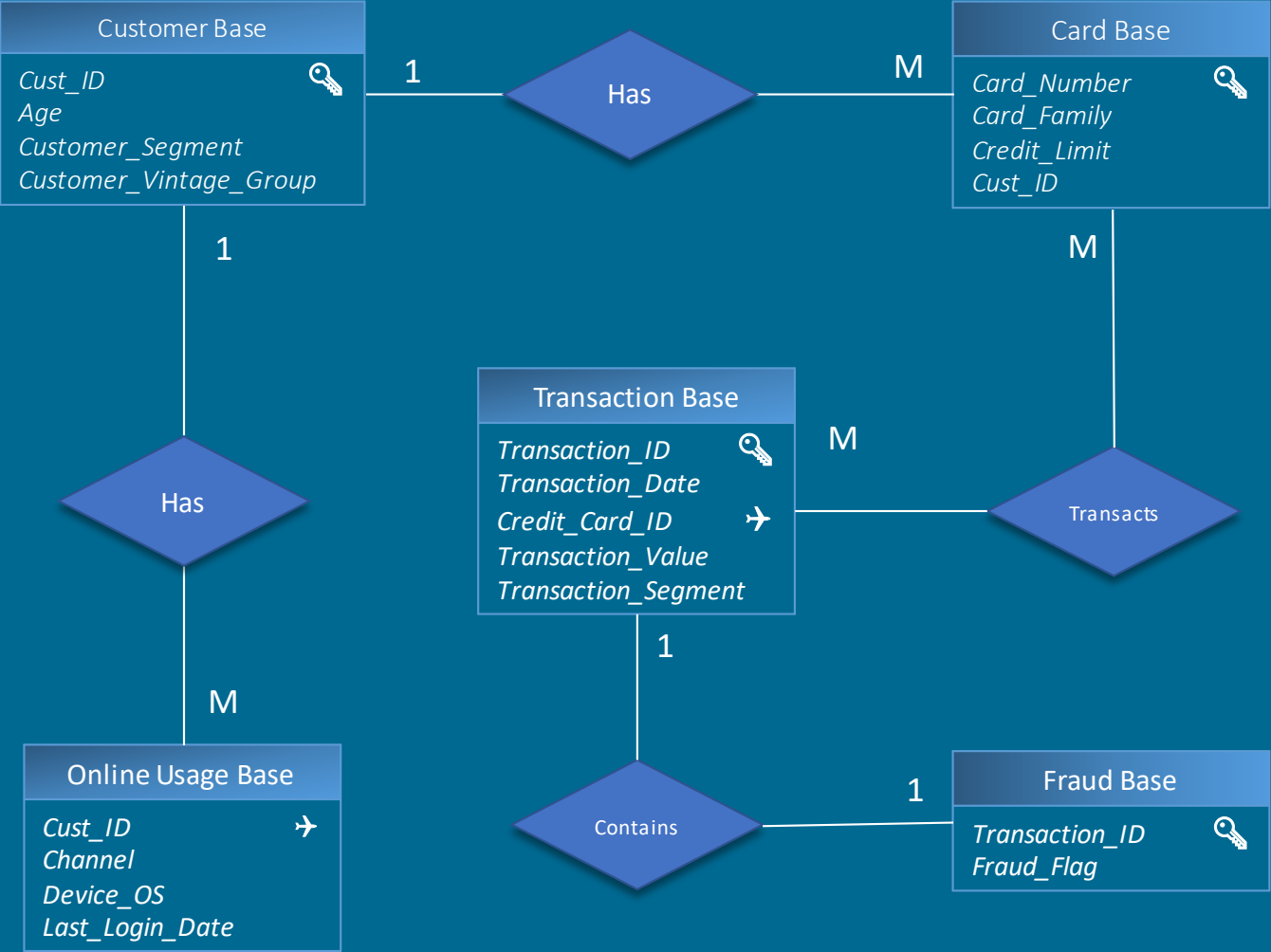
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Focus

- Introducing Data
- Marketing View

Dashboard to help the Marketing team correlate customers' digital activity and spend

- Fraud Campaign
- Future Strategy

Focus

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- Fraud Campaign

The Fraud department is planning an online campaign.

- Future Strategy

Compliance Summary

Time Period		6 Months (Sept 2019 - Feb 2020)		
	Txn Impact	Monetary Impact	Customers Impacted	
Legit Transaction	9891	244.7 M	385	
Fraudulent	1% → 109	2.9 M	← 1%	97
Total	10000	247.6 M	← 2%	482

While 1% volume of transactions may be a trivial number, it still warrants attention for two reasons, essentially—

1. A lost customer is a lost cause
2. Potential threat to customers with similar behavioural pattern

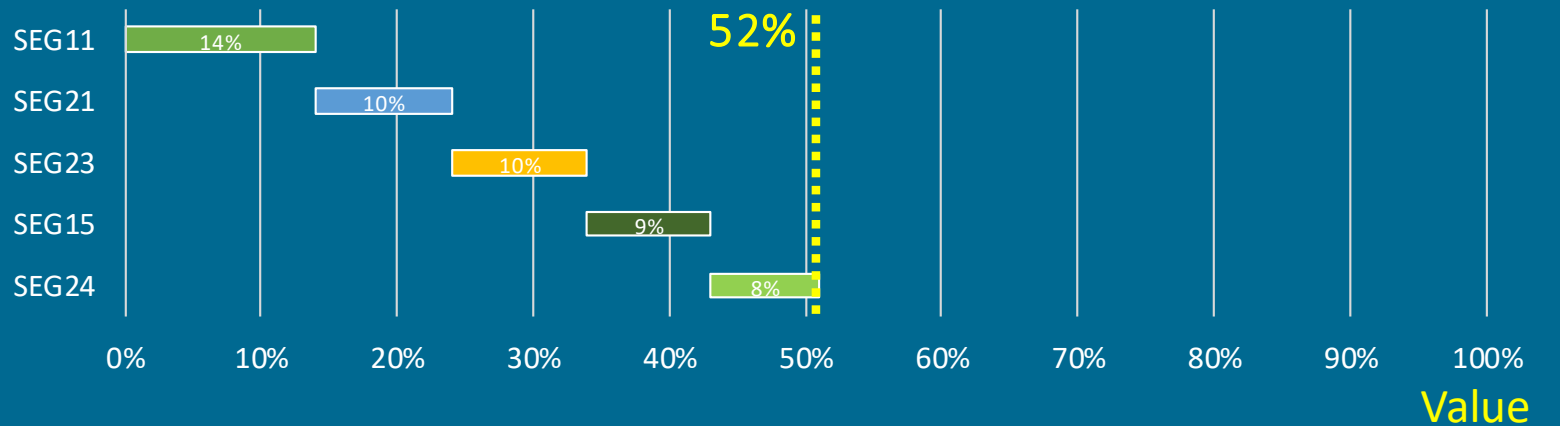
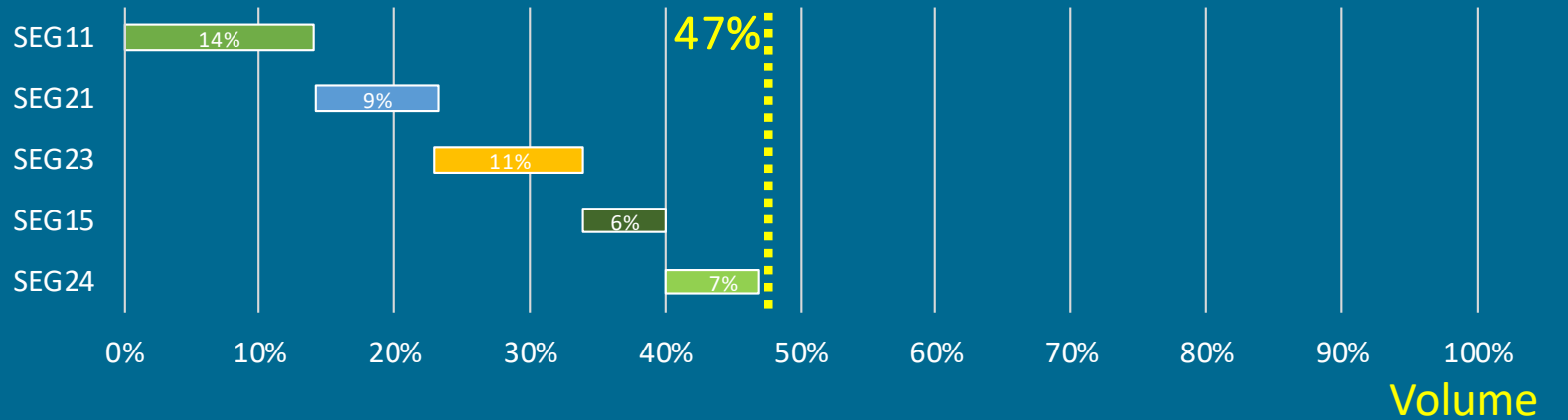
Deep-Dive on Fraud Patterns

- Segment of Transaction
- Segment of Customer
- Card Family
- Frequency of Transaction
- Activity Channel
- Misc. Patterns

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Top 5 Transaction Segments impact **47% fraudulent volume** & **52% value**

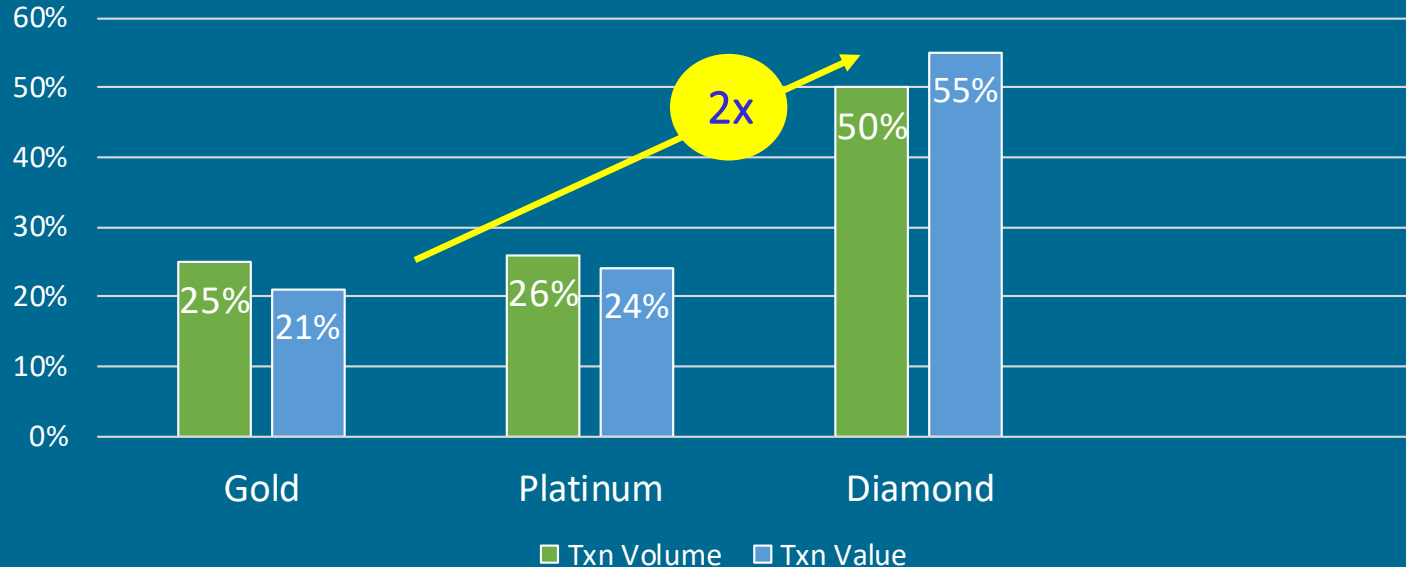


Distinct Transaction Segments = 15

Deep-Dive on Fraud Patterns

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Customer Segment vs Fraudulent Transactions

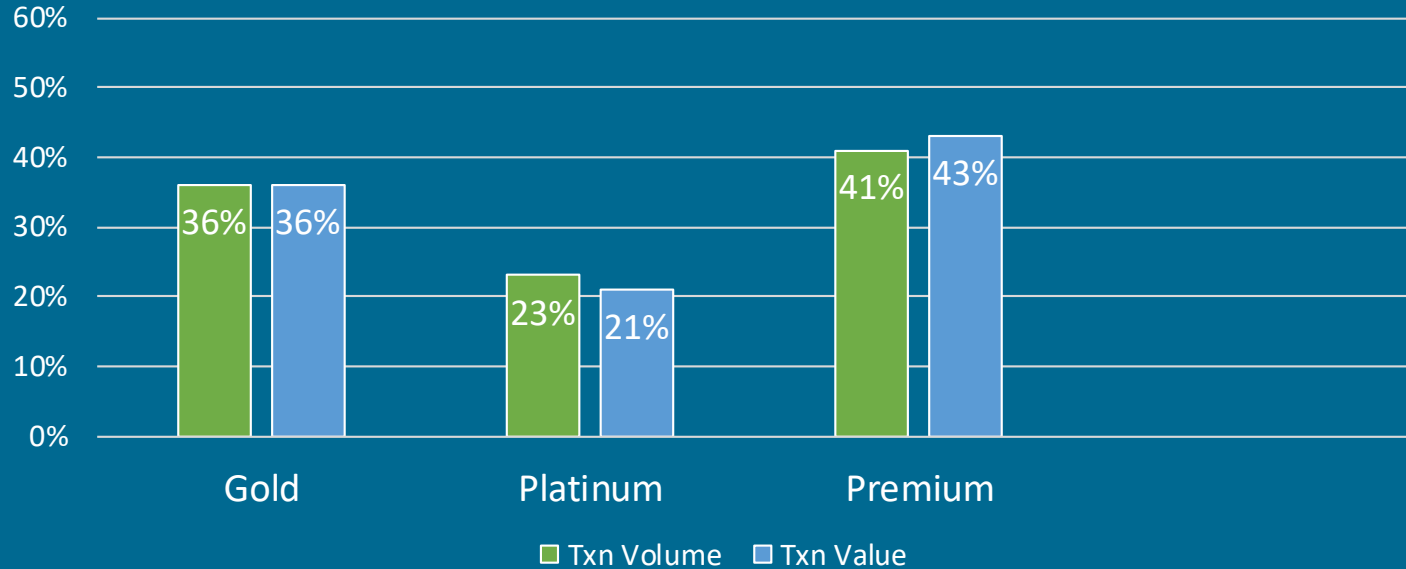


Frauds are more than twice as prevalent in the top-of-the-line class of **Diamond** customers than the other two customer segments.

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Card Family vs Fraudulent Transactions

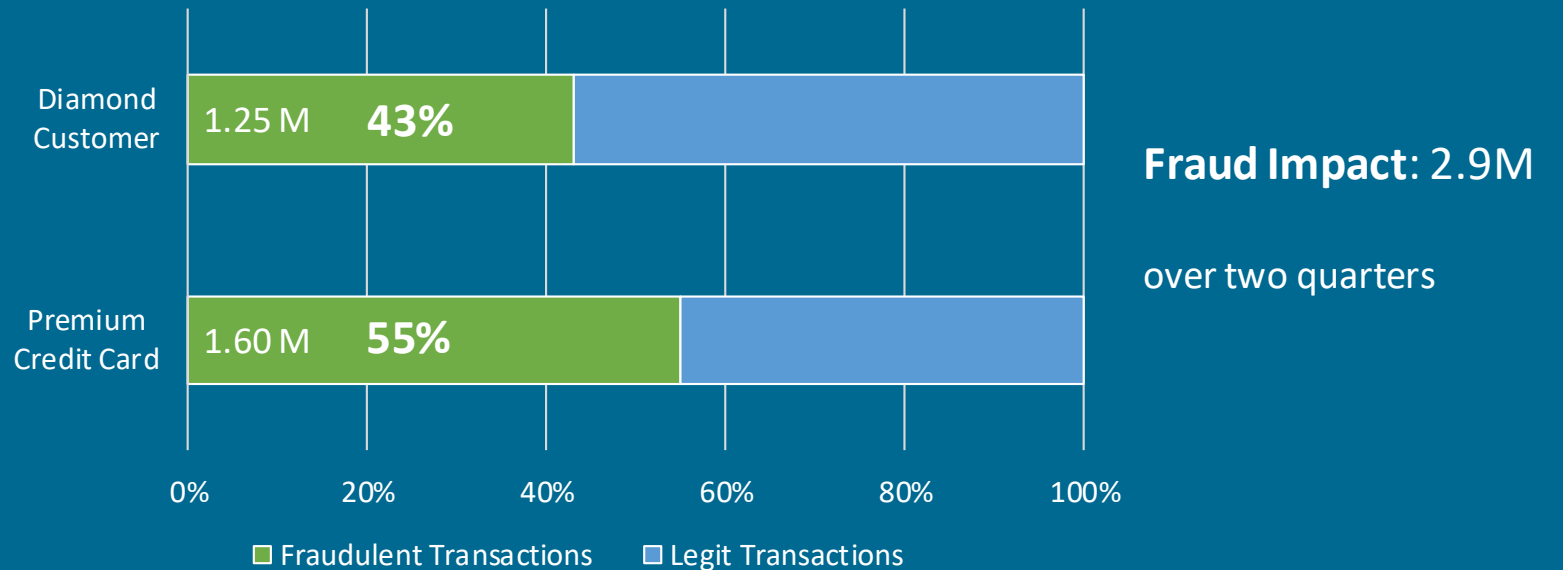


Once again, the **Premium** Credit Card Holder has contributed to up-to half the total fraudulent transactions.

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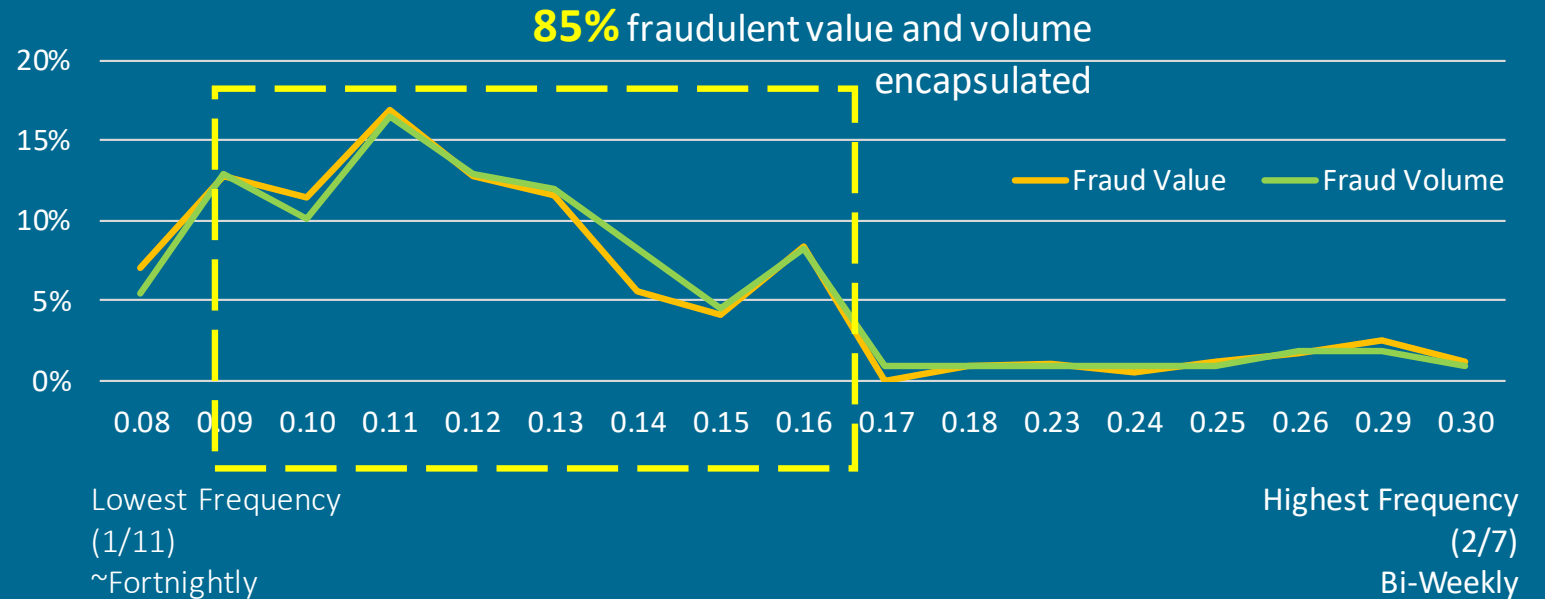
The highest class of customer and cards contribute the most to the total fraud value



Deep-Dive on Fraud Patterns

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Recency Frequency Monetary (RFM) Analysis



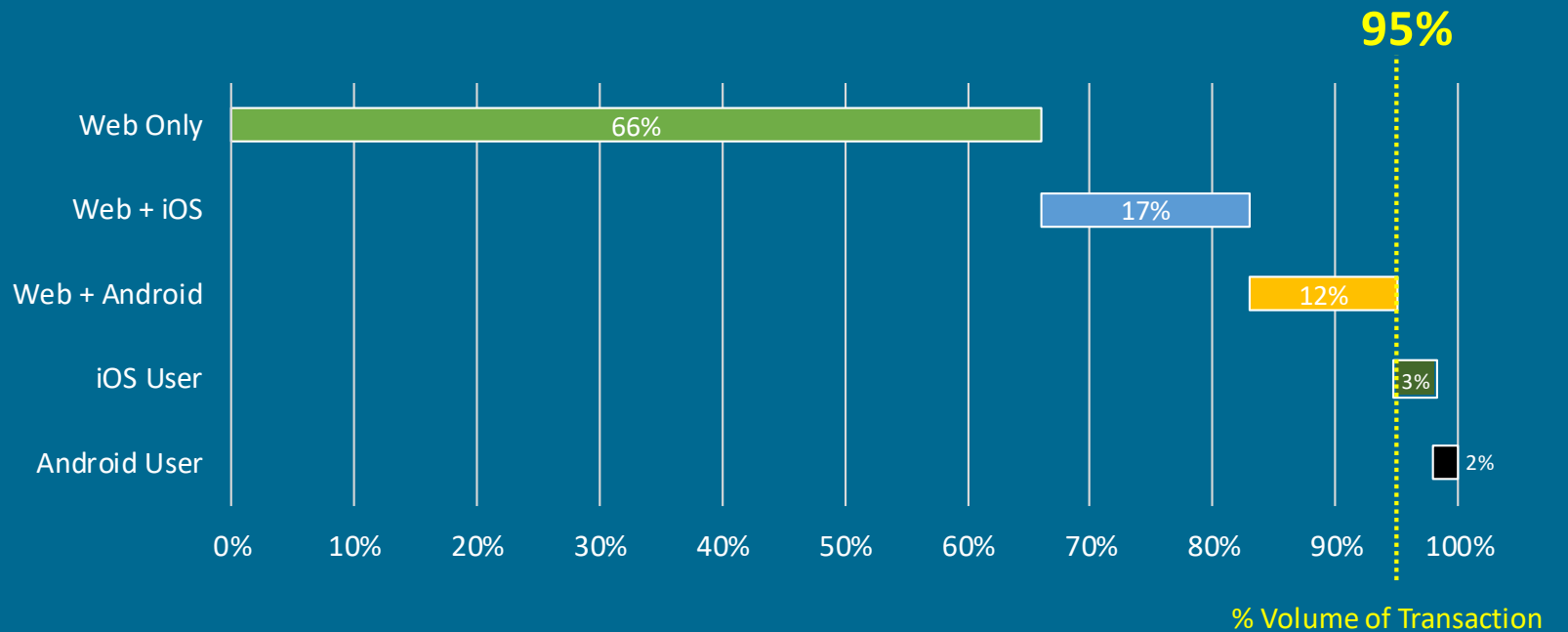
Data suggests that frauds are most likely to happen within a week[#] of previous transaction.

[#]Frequencies $0.12 \sim \frac{1}{8}$ and $0.16 \sim \frac{1}{6}$ imply one transaction in approx. 7 days

Deep-Dive on Fraud Patterns

- Segment of Transaction
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~95% Fraud Traffic is enabled when transacted through the **web** channel



92% transaction spend (22 Mil.) is directed from web users[#].

Overall Transaction Value = 24 Mil.

[#]Users who have transacted through the Website or Website + App

Future Strategy

1. Employ advanced security layers for Top 5 transaction segments

Secured payment through the use of EMV, tokenization, encryption for web activities

2. Push more users to app-based transactions as they are more secured
3. Secured Payment = Technology + Knowledge + Awareness

Deep-Dive on Fraud Patterns

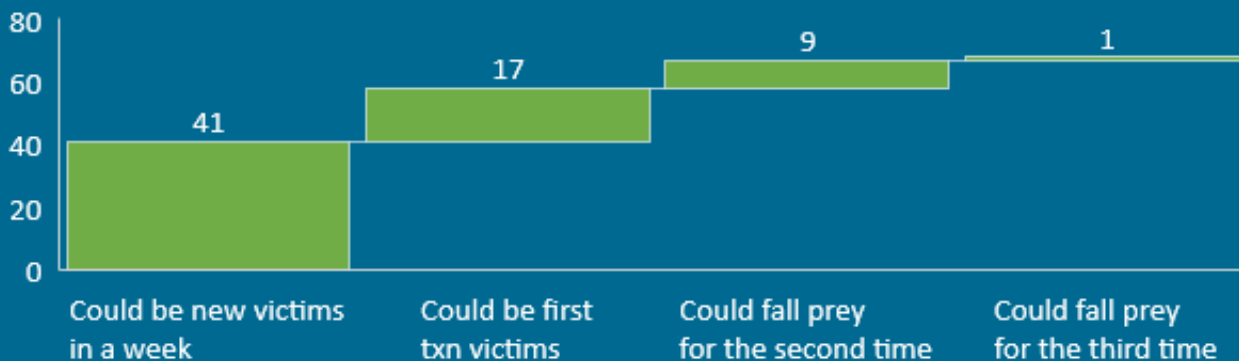
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- About 20% of the customers fell prey to fraud in their first transaction itself.
 - Mondays and Fridays are 43% miserable to a fraud occurrence.

Fraud Online Campaign – Recommended!

Who's the target audience?

Diamond Customers
using a Premium Card
with a weekly transaction frequency
having a web presence.

Cluster Identified: 68 Customers



What's the campaign about?

While there are only 1% cases of frauds, an awareness campaign can be run in such a way that makes the customers feel confident transacting with a Barclay's Credit Card while also educating them about payment hygiene.

Choosing the right day?

Since customers fall victim on their **less attentive days** – **Monday and Friday** for the exact opposite reasons, the campaign can be chosen to run over **Friday morning or over the weekends** for optimal impact.

Budget?

Cost of Campaign < Fraud Impact (2.9M)
Preferably < ~1% of the overall campaign budget

Thinking of a Tagline?



FINE
vigilance
FRAUD

Thinking of a Tagline?



“The thin line between fine and fraud is vigilance”

#Tell2OverBrew #FraudAwareness

.....Or a push notification to credit card holders that flaunts -

“99%, The number you can trust!
99% secured banking with a Barclays Card. Now, pay **confidently**!

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Future Strategy

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4. Enable the middle segment – Platinum

Push offers and campaigns to Platinum card holders and Platinum customers

5. Maintain service levels for the existing high value segments by providing the best customer experience

Discussion