

## Soal Business Case Test #2

We are looking into creating a new partner card (think Starbucks chase credit card or Whole Foods chase credit card). You have access to all of our customer spending data. How would you determine what our next partner card should be?

Answer :

1. **Analyze Customer Spending Data:** Start by analyzing your customer spending data to identify popular spending categories. Look for patterns in spending behavior and identify areas where customers are spending a significant amount of money.
2. **Identify Potential Partners:** Once you have identified popular spending categories, look for potential partners that align with those categories. For example, if you find that a lot of your customers are spending money on travel, you might consider partnering with an airline or hotel chain.
3. **Evaluate Partner Benefits:** Evaluate the benefits that potential partners can offer to your customers. Consider factors such as rewards programs, exclusive discounts, and special promotions. Look for partners that can offer unique benefits that are not available through other credit cards.
4. **Conduct Market Research:** Conduct market research to get a better understanding of your customers' preferences and interests. This can help you identify which partners will be most attractive to your target audience.
5. **Test and Refine:** Once you have identified a potential partner, test the partnership with a small group of customers to gauge interest and satisfaction. Use feedback to refine the partnership and make any necessary adjustments.