



# Slice Assignment

## Assignment Description:



Please read the input information given and answer following questions **ONLY** considering the information provided:


1. What is the key business objective?
2. What would be your proposal to achieve the business objective? [2-3 *succinct bullet points not more than 250 words in total*]

### Other points to keep in mind:

- You can submit the answers in-mail or as a document.
- Submission should be made within 24hrs of receiving the assignment.



## Input Information:

- 
- Superprime customers are low risk
  - Acceptance rates for superprime solicitations have decreased by 10% in the past year
  - We are under budget for overall marketing budget across superprime businesses
  - It's possible to segment out good prospect superprime customers
  - Mailing cost per solicitation have remained steady over the past year
  - Superprime customers have FICO scores above 720
  - Average credit line per superprime customer is \$3,000
  - Sending multiple solicitations to superprime customers increases response rate by 20%
  - There is supporting infrastructure to prepare and mail out more solicitations
  - Superprime customers have high maintenance costs
  - Overall acceptance rate for superprime solicitations is the lowest across all lines of businesses
  - Superprime acceptance rate is currently 2%, below our goal of 3%
  - Superprime solicitations are more complex than other solicitations
  - We have a mandate to increase the number of super prime accounts we have
  - We send out fewer superprime solicitations than underserved solicitations
  - Superprime solicitations are more expensive to create

