Case Study – How a manager used Analytics to get insights from the data to improve marketing.
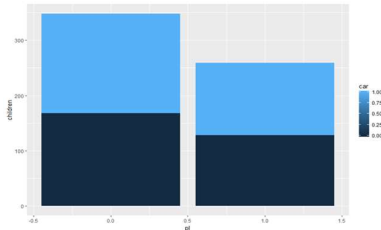**Industry** – Banking and Financial Services

We follow DCOVA and I methodology to solve the problem. To Understand this methodology, check this blog - https://pexitics.com/hr-analytics-for-employee-engagement

Business Problem - The manager has data of its customers. The data has customers demography information along with if the customer has savings account, loan account and home loan. She wishes to explore the data for some trends about what type of customers buy Gold Loan.

The manager approaches the analytics team with the problem and shares the data with the team. The analytics team **explores** the data to **treat the data for missing values and outliers** and create **dummy variables** for the categorical data. The team comes out with lots of visualization. One of the visualization is shown below -

 This graph is the bar chart and on x-axis we have Gold Loan (yes/No) and on y-axis represents the count and is filled by different colour differentiating if customer has car or not.

The analytics team also does **statistical analysis** and generates the Descriptive Statistics on the data by group (Gold Loan – Yes/No) to check for more insights/pattern between the two group of individuals.

Using the findings, the analytics team submits a report highlighting the pattern between the two groups. One of the insights is that the "Older individuals having less number of dependents and having more income go for Gold Loan". The manager uses these insights for target marketing and process improvements.