

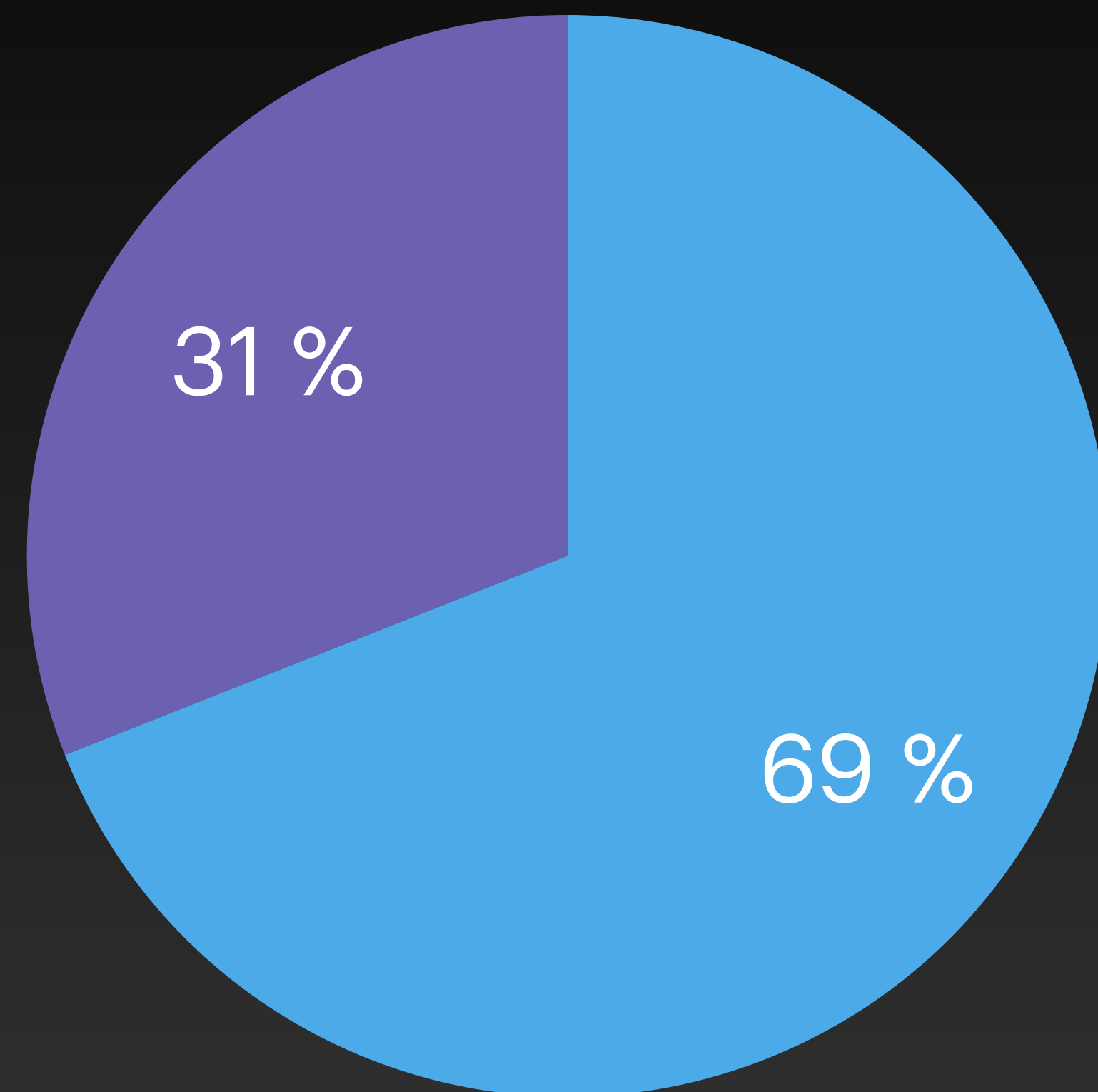
Credit card sign ups

Overview and recommendations

General Overview

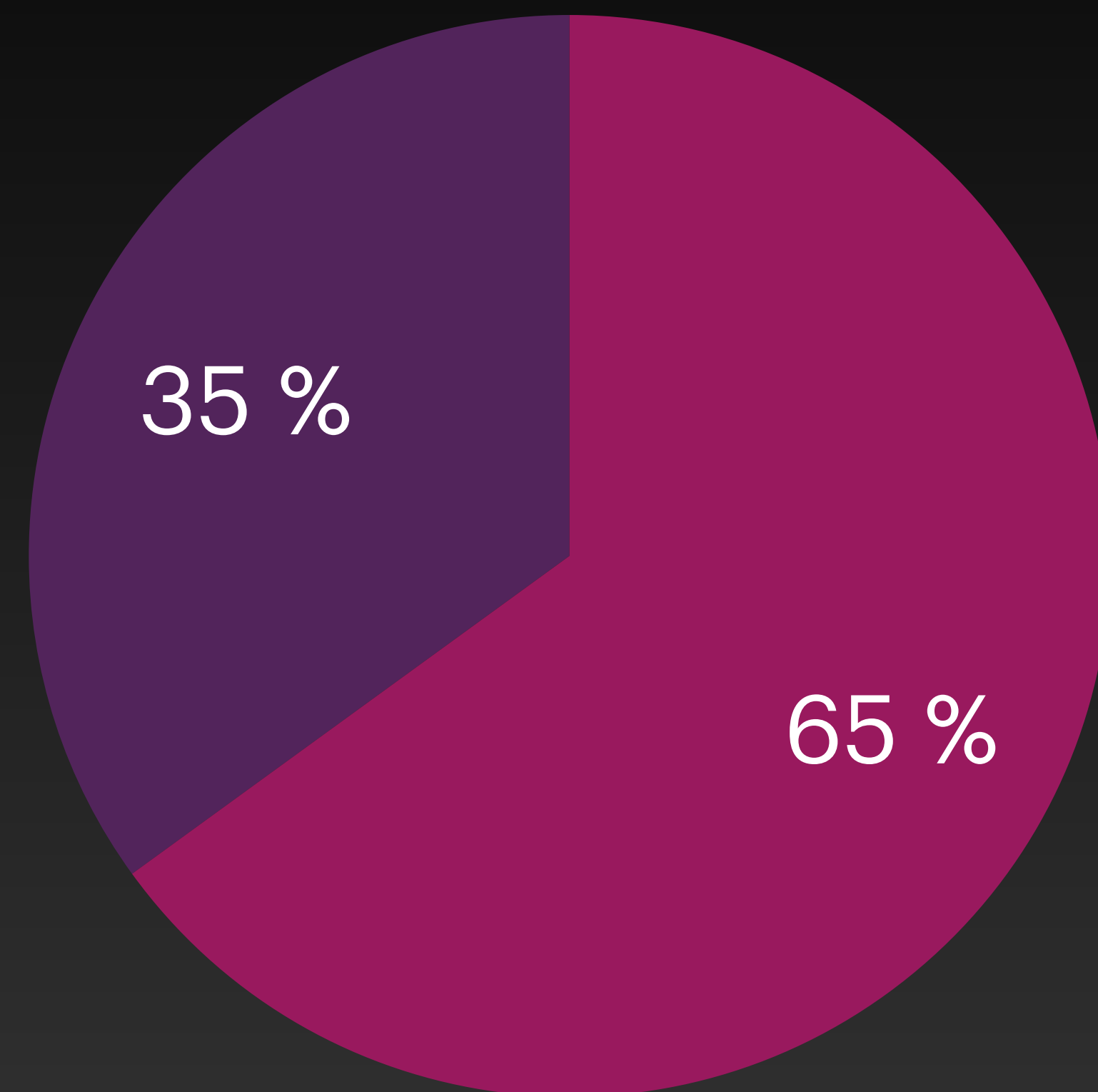
Campaign results

Response vs No response



There is a good percentage of people that reacts to the campaign which means that it is working and the product is interesting for customers.

Approved vs Rejected

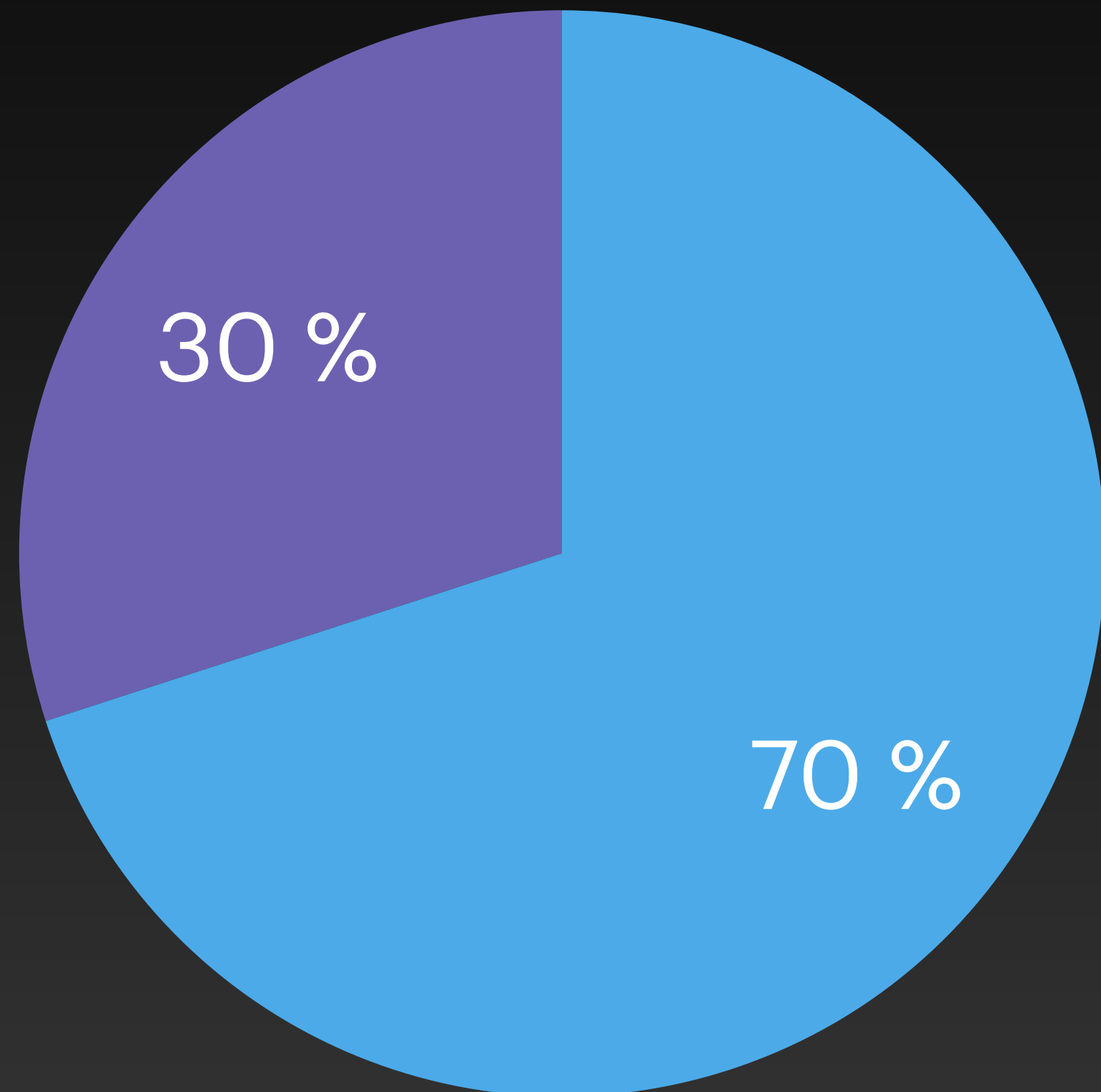


The graph above confirms that the campaign is targeting clients that are interesting for the credit card company as the better percentage of the responses are being accepted.

Product Overview

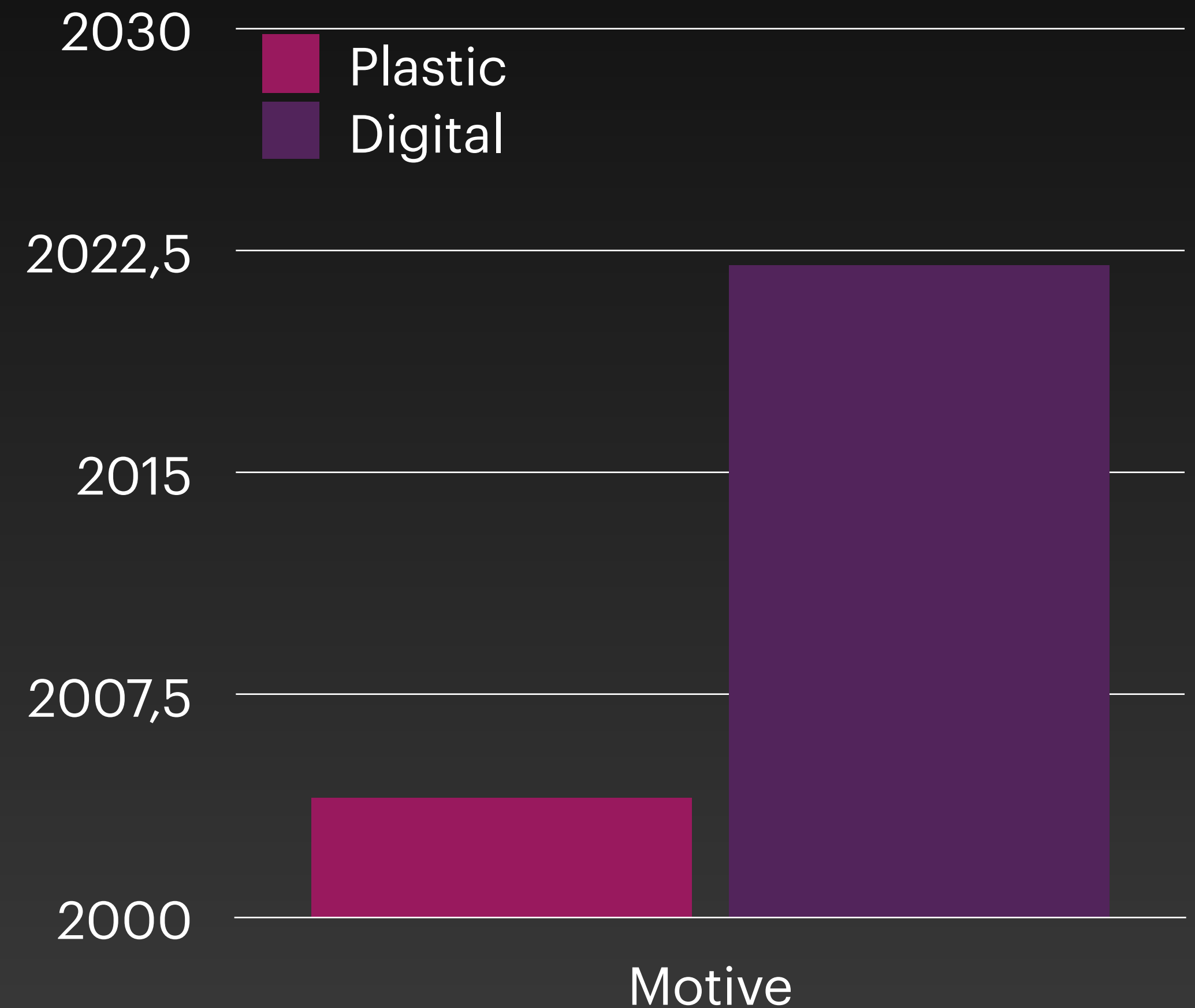
Plastic vs Digital

Plastic vs Digital



Plastic card users double the number of digital card users. However, on average, the digital user spends just as much as the plastic card user.

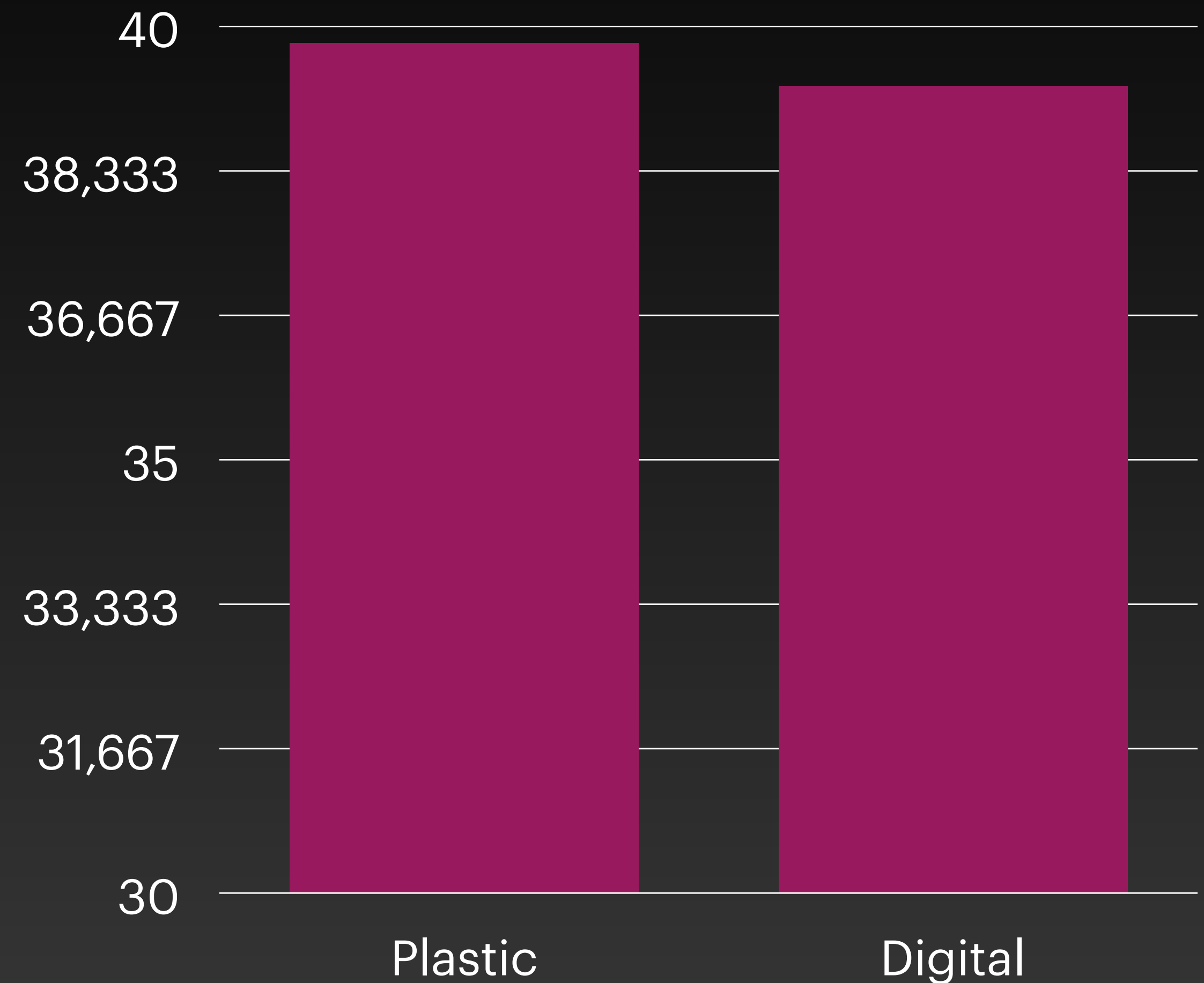
Total amount spent in the cards



Product Overview

Product costs

- The differences in the average cost that plastic cards and the digital cards represent are not considerable. However taking into account that the digital is a little cheaper, the company should work to promote more the later.



Recommendations

Product and Marketing

Research Shows that the percentage of digital cards has increase since 2021 and that digital cards users spend more than plastic card users*. For this reason the company should:

- Make the usage of digital cards more attractive by including the usage of services such as google pay, apple pay, etc.
- Offer digital cards with lower interest rates as they have an extra layer of protection through e-wallets
- Promote the new digital card with all their functionalities.



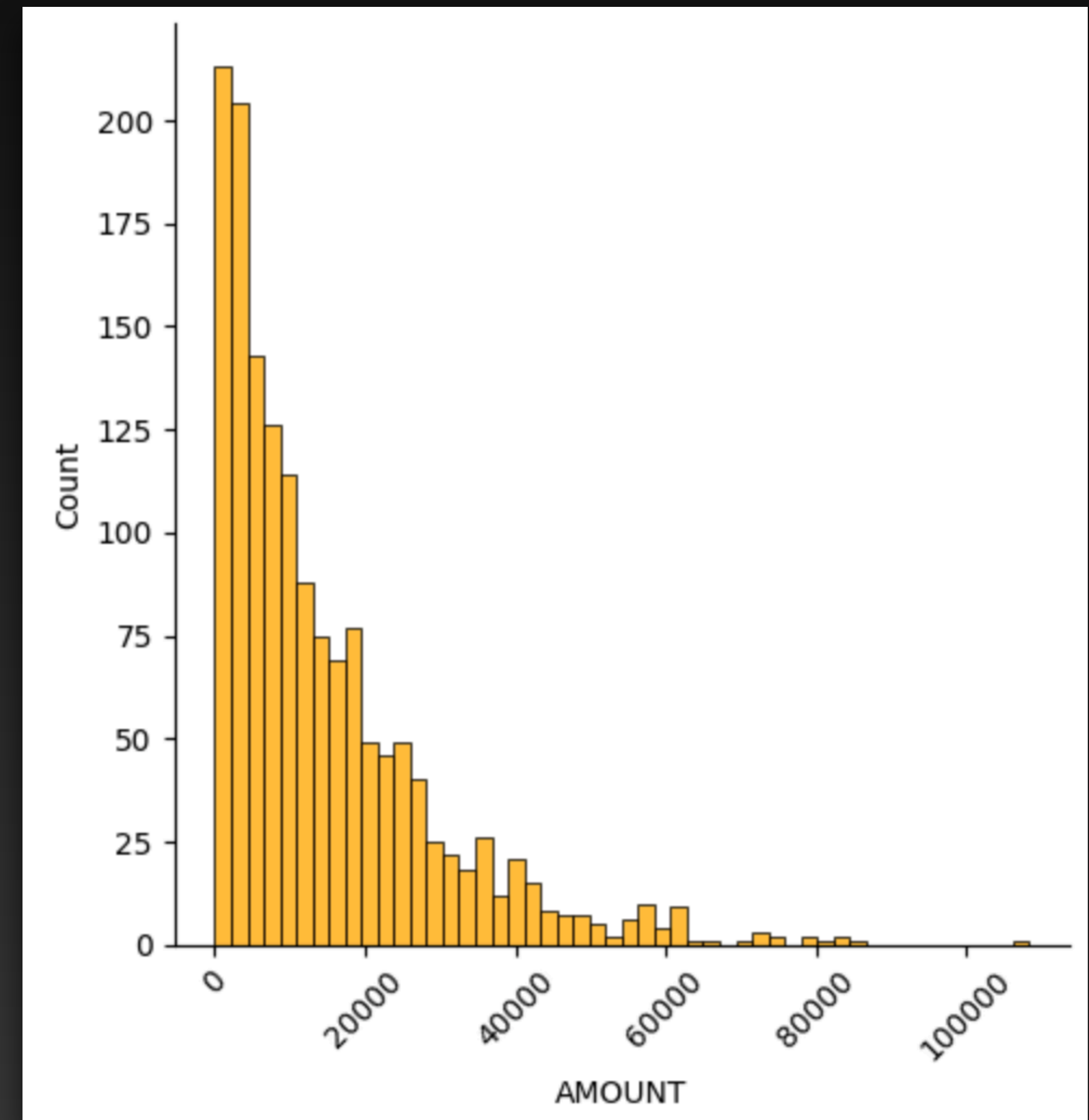
*<https://www.forbes.com/advisor/banking/digital-wallets-payment-apps/#:~:text=While many consumers appreciate the,use physical cards or cash.>

Recommendations

Marketing

The majority of the transactions are grouped between 0 and 3249

- Create a program that rewards customers for spending more than 3249 per transaction.
- Increment the reward value if the transaction is done using a digital card.
- Promote the rewards program.

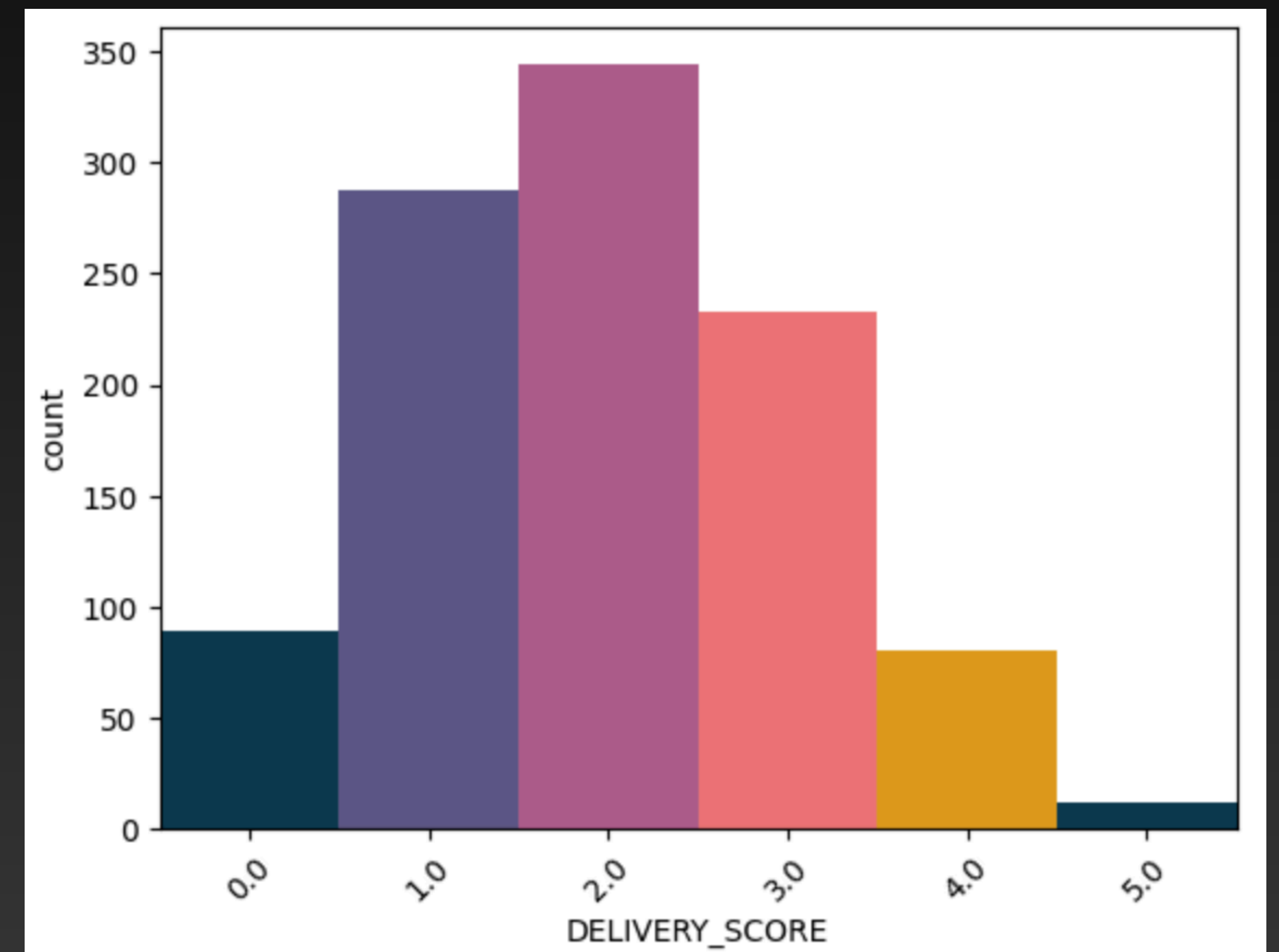


Recommendations

Customer Service

The data shows that customers are not having a good experience with the card delivery company. The average score is 1,96/5.

- Start an investigation about what part of the experience is failing for the client (interviews, surveys), etc
- Once the issue is identified, open talks with the delivery company to solve it. If this does not yield results, consider changing carriers.
- Constantly monitor customer satisfaction to avoid low scores.



Additional Observations

Some analysis that could be done and give deeper insights about the recommendations and overview of the campaign (transaction per user in a period of time, rejection/acceptance number per period, average time a user spends in each status, etc) were not done because of the update format (hour instead of date).

It is assumed that the digital card information is from before the popularization of e-wallets.