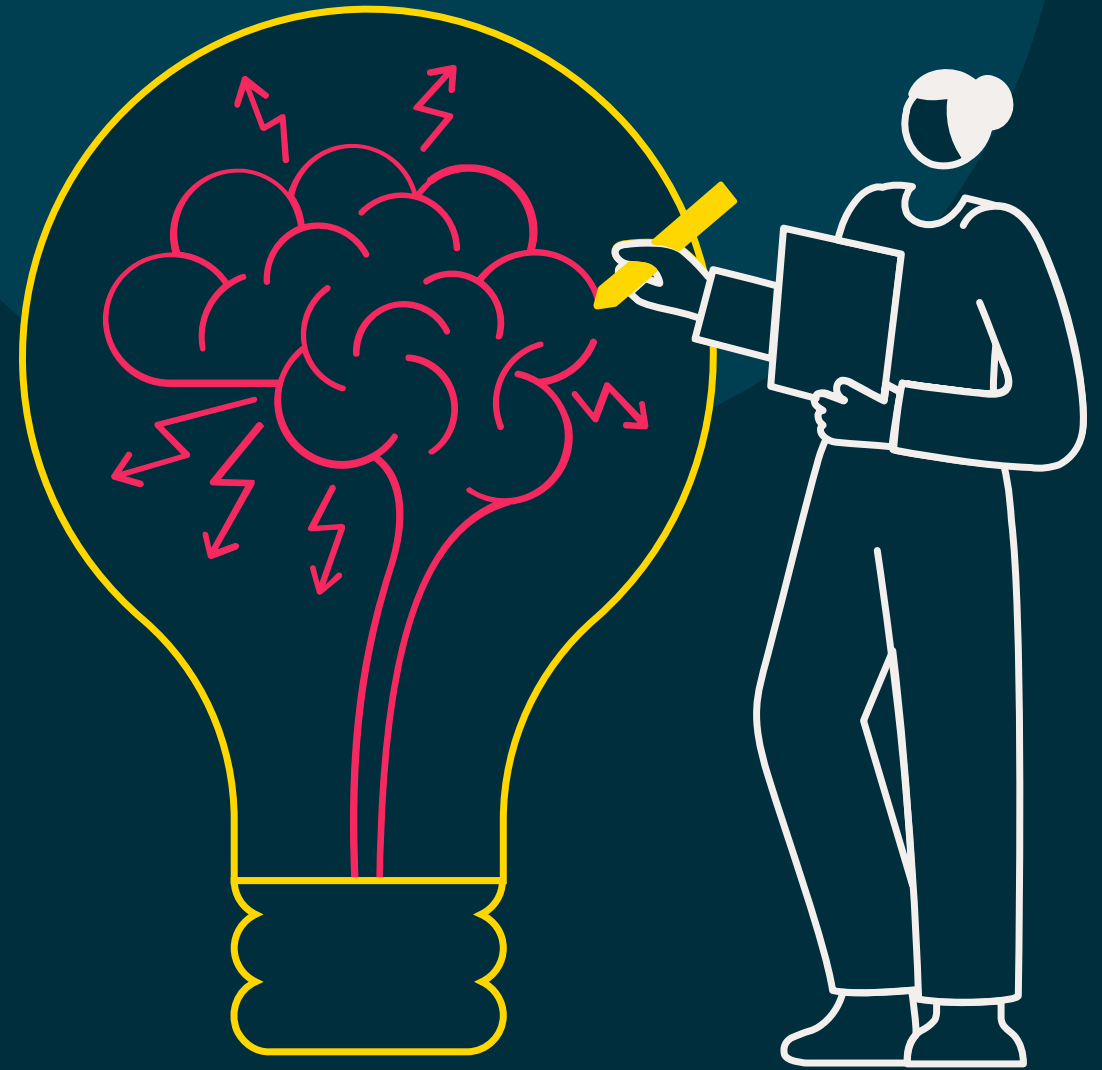


Collabothon 2024

by Scott's Tots Coders



The idea



Problem

- Poorly tailored client offers
- Lack of instant first line support
- Frustration and disengagement
- Bad conversion





Solution

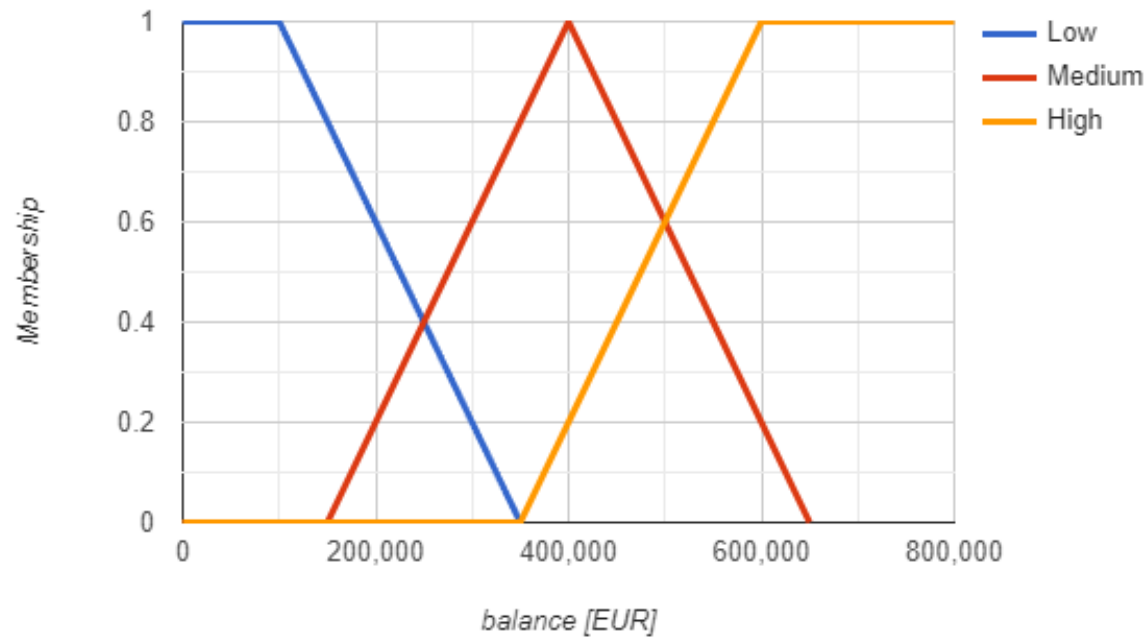
- Accurately matching clients with three precise offers
- Unique client profiling using fuzzy sets
- Instant client support
- High client satisfaction

FUZZY SETS

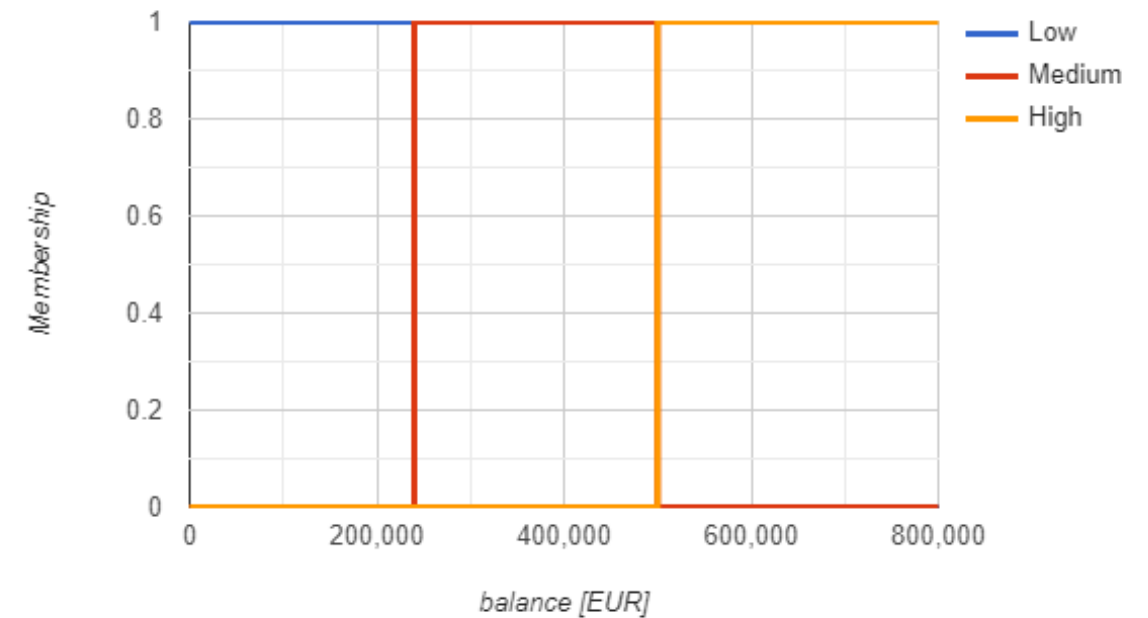
VS

REGULAR SETS

Client groups using fuzzy sets

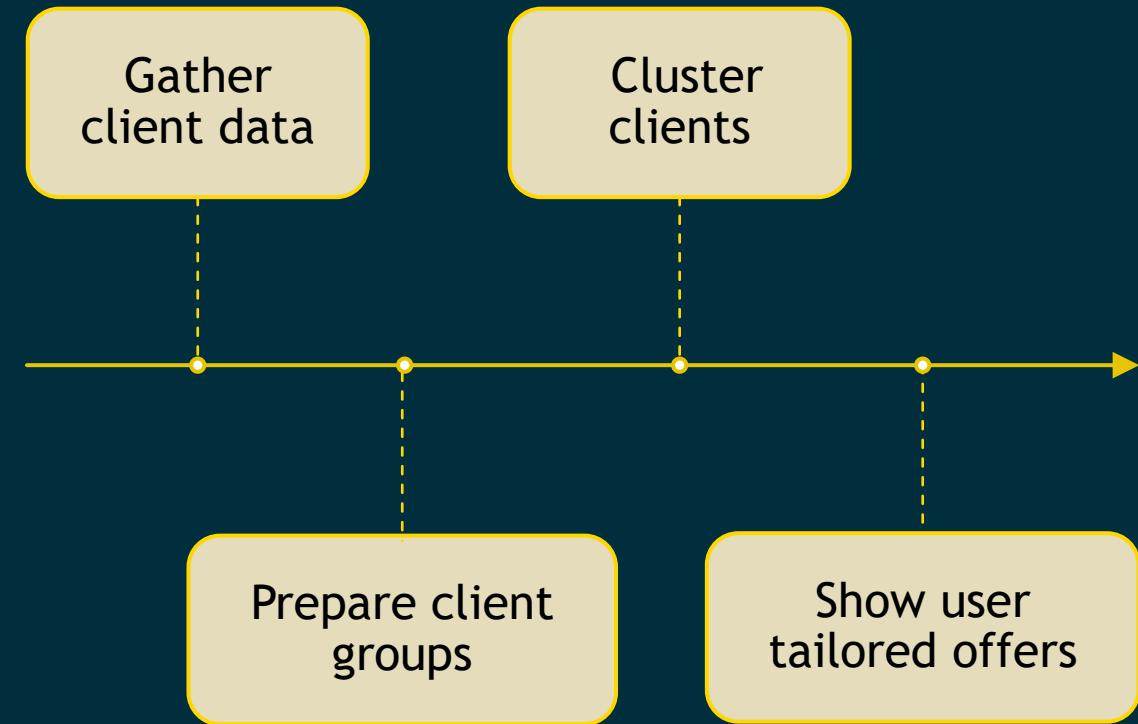


Client groups using regular logic



Client segmentation pipeline

1. Gathering relevant client's data like account balance, company size and revenue
2. Create groups to which the bank will aim their offers using data collected in previous step with help of fuzzy sets
3. Assign clients to created groups
4. User sees personalised offers



TECHCORP

NEWIDEAS STARTUP

MR. JOHN

Business Account

12 (...) 3456 9012

Balance
\$800000.00 HISTORY TRANSFER

Transaction History

ALL

INCOME

CHARGE

TRADE



USD → EUR

2021-07-14 12:00

-100 USD

+90 EUR



AAPL

2021-07-14 12:00

100 USD

Price S&P 500



1D

1W

1M

3M

1Y

5Y

S&P 500
SPXUSD

4290.6

12.3 (+0.29%)

US 100
NSXUSD

14607.5

44.1 (+0.30%)

Dow 30
DJI

33733.5

73.5 (+0.22%)

Nikkei 225
NKYUSD

32371.9

-0.05 (-0.18%)

Benefits

- Client retention
- Upselling potential
- Efficiency



Thank you

Scott's Tots Coders Team

