

## KPMG Visualisation and Analytics Challenge

### Participants Briefing Guide

#### Important Notice

Data for this exercise (see link below) should be downloaded before

**7am on Saturday 14 October 2017**

#### Background

We are providing data from a survey of banks in Nigeria to understand the preferences, levels of satisfaction and expectations of customers. The survey was focused on the perceived quality of customer service delivery by the banks from the customers' perspective.

The database contains responses from more than twenty-three thousand (23,000) retail customers, from over twenty-nine (29) cities across Nigeria. These respondents were randomly selected from areas with a high concentration of commercial activity and bank branches.

The data can be accessed via this hyperlink [Data Science Bootcamp Data\\_2.0.xlsx](#)

This case is intended to test your analytical and reporting capabilities, your ability to visualize data from complex data sets, answer critical business questions and infer future trends.

#### Questions

1. Identify five (5) to seven (7) distinct customer segments
  - a. Provide descriptions and attributes of each identified segment
  - b. What percentage of the total customer base does each identified customer segment represent?
2. Bank C wants to launch a new dollar card product
  - c. Who should be their target customers?
  - d. Determine the propensity for adoption of the intended new product

## Evaluation and Awards

You are expected to send in your submissions (in PDF format) to [Jennifer.Grant-Ezeronye@ng.kpmg.com](mailto:Jennifer.Grant-Ezeronye@ng.kpmg.com) and [datasciencenigeria@gmail.com](mailto:datasciencenigeria@gmail.com) on or before 12am Saturday 14 October 2017.

You may be required to present your findings to a panel of judges at a later time. Please indicate the visualization tools, software programs and your contact details. Assume your audience to be C-level Executives who will assess your submissions based on the following criteria:

- Clarity and relevance of analysis
- Approach and creativity in the use of data
- Significance of findings and recommendations

Awards will be given to the individuals with the most insightful outputs. Best performers will also be provided internship or considered for employment in KPMG Data & Analytics team.

### FAQs

**Q: What software/programming languages/ visualisation tools can we use?**

A: There is no restraints on the types of software, programming languages or visualization tools you can use. Please report the names of the packages/languages/software you used and their versions.

**Q: What can we bring to the competition?**

A: Laptops and a very analytical mind!

**Q: Can we work in teams?**

A: No. The exercise is an individual effort and results will be assessed on an individual basis.