**Background & Objective**

The client is a financial service institution. They want to grow their revenues and intend to target a segment of their customers with a cross-sell product for insurance (permanent disability insurance with low monthly premium).

They need to know who would buy this product. Execution Plan This needs to be achieved in two ways

1. The marketing team would like to know what strategies to develop based on the ideal customer profile. They would like a description of who buys this product so they can design marketing strategies

2. The business team would like to target customer through statement inserts. They would like to get a list of customers who are most likely to respond to this offer