

World Plus®

Lead Prediction Model Proposal



Overview

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- 3 How We Can Help
- 4 Our Holistic Approach
- 5 Key Findings
- 6 Target Customers
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- 8 Cost Benefit Analysis
- 9 Conclusions



Who We Are



**Tailored solutions
for Every Business
Problems**

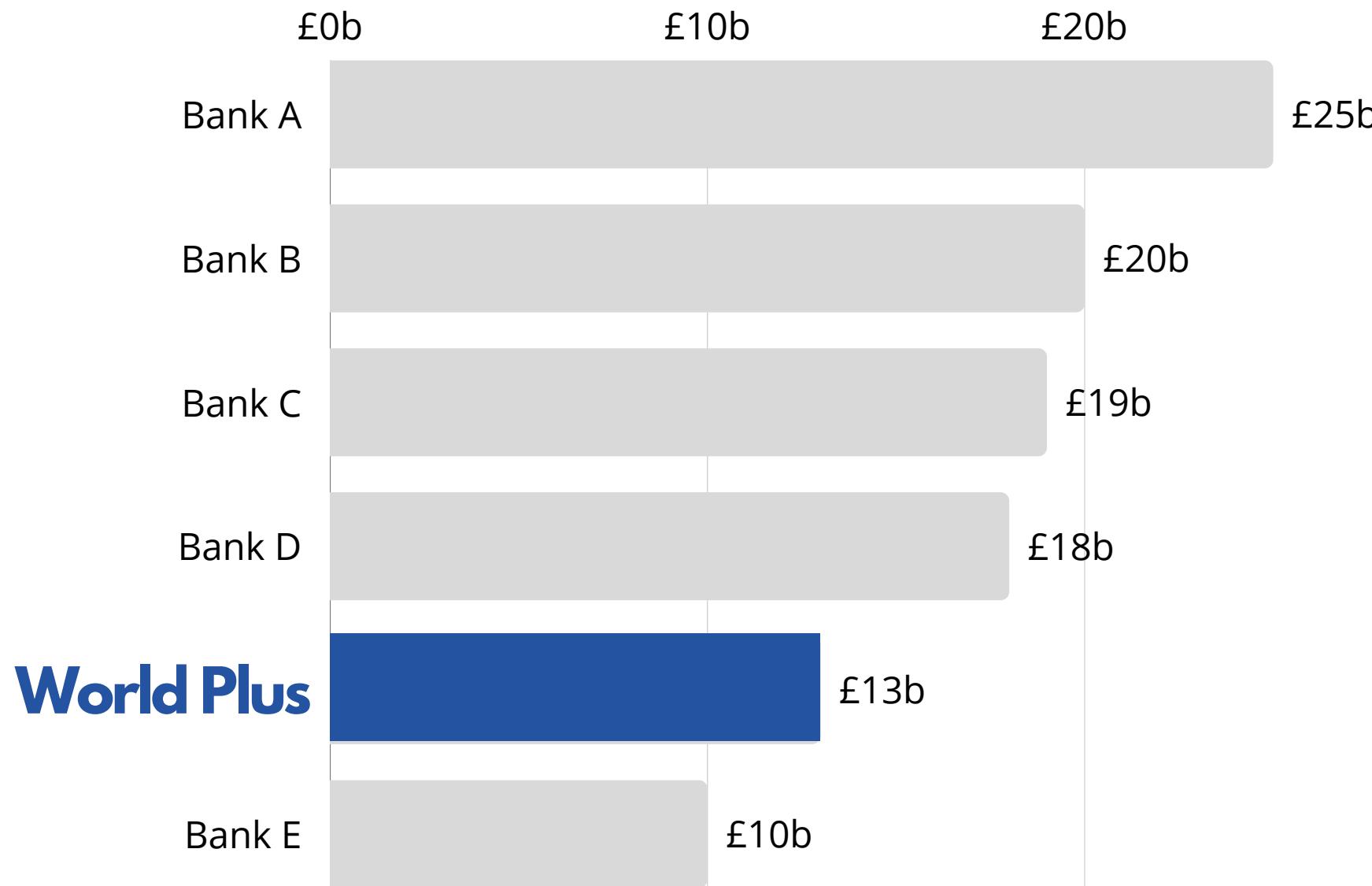
**Holistic Approach
in Business
Analysis**

**World Class Analysts
and Committed
Customer Service**

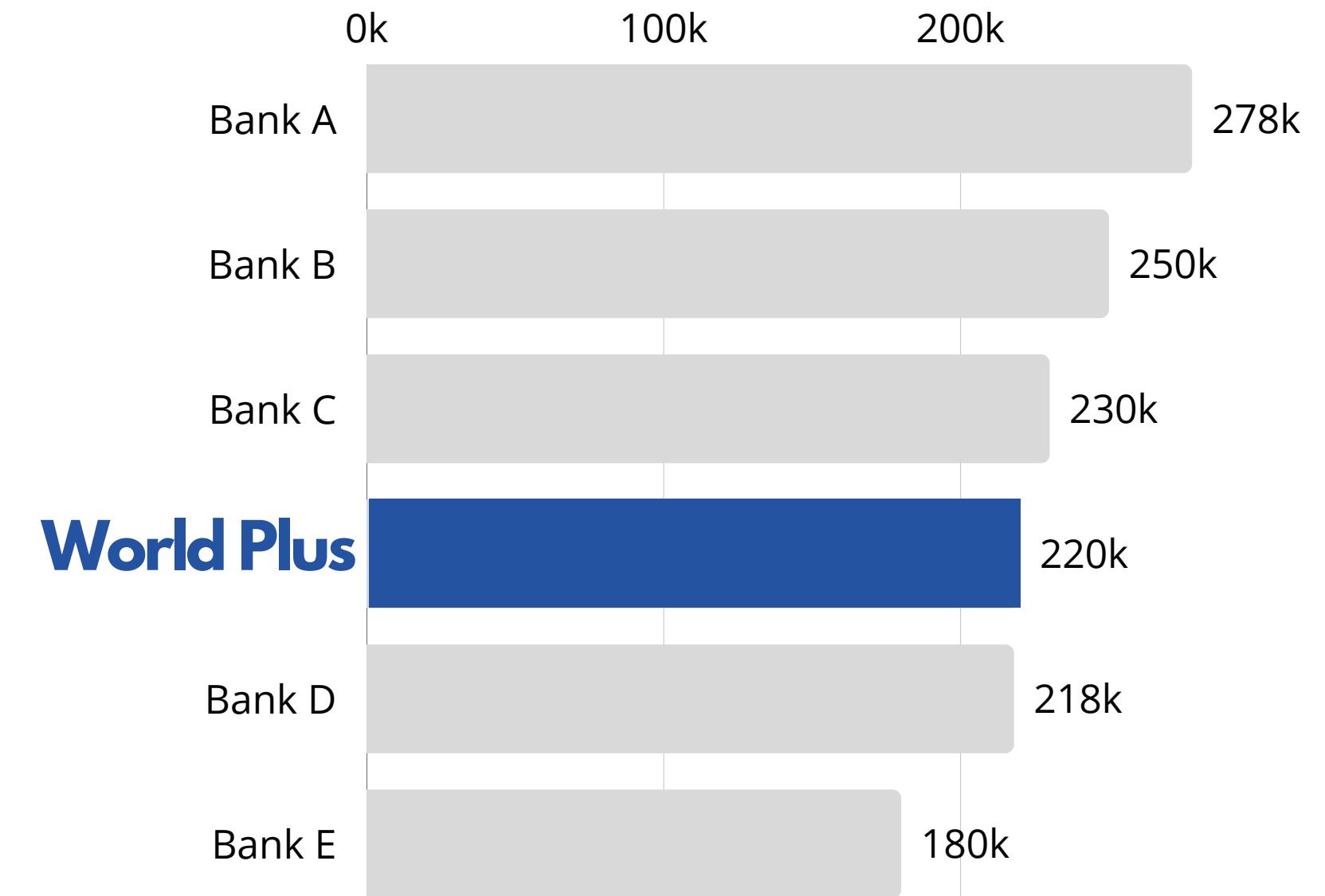


World Plus Opportunities

World Plus is in top 5 UK mid-size private bank in August 2023 by market capitalisation

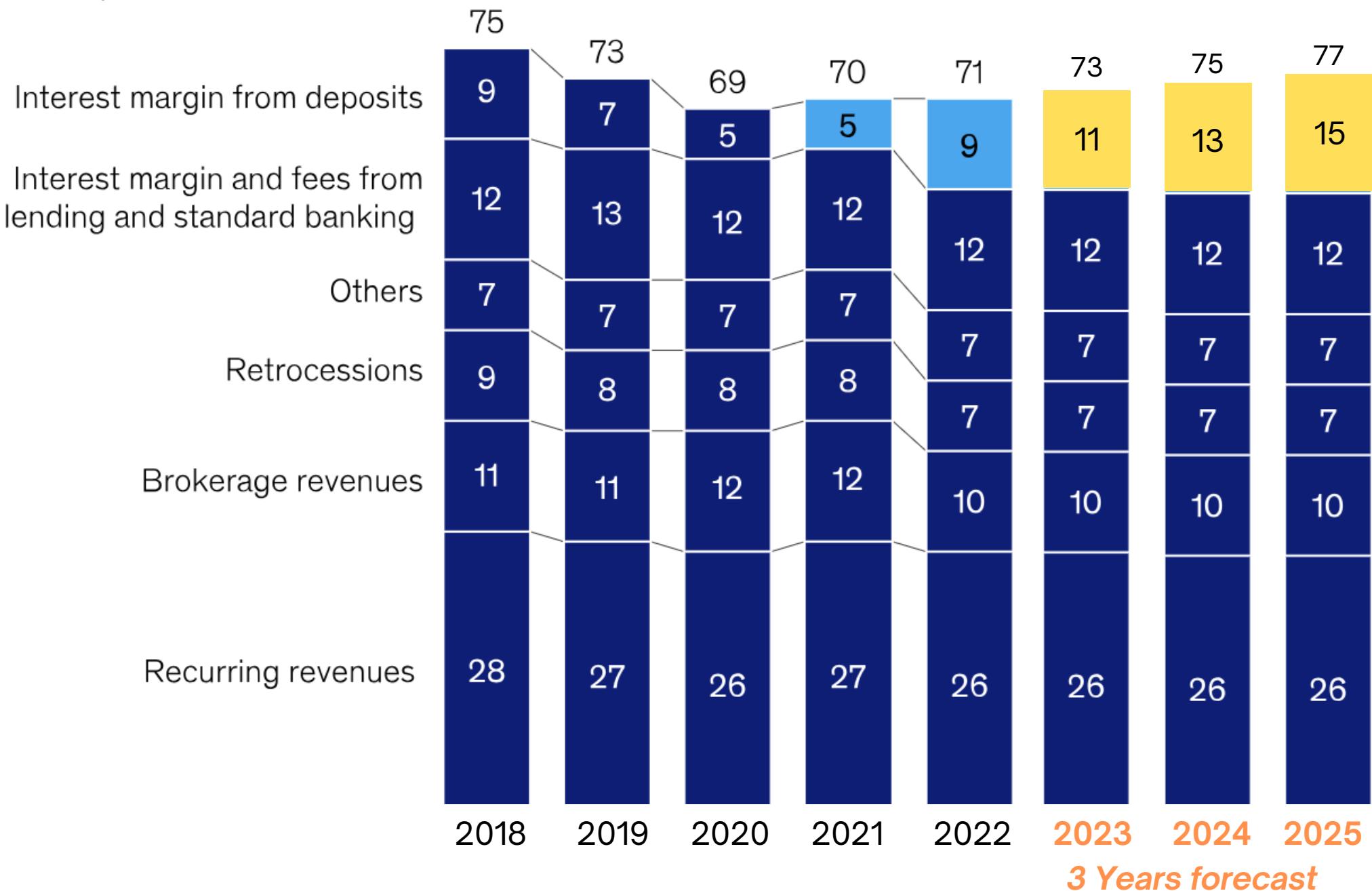


In August 2023 World Plus had nearly 220k customers



World Plus Opportunities

Private banking revenue margin, 2018-22 data and 2023-25 (forecast)
basis points



Interest margin from deposits play a bigger role for private bank revenues in the current and future year

How We Can Help

World Plus®

providing world-class banking

220,000

customers

35

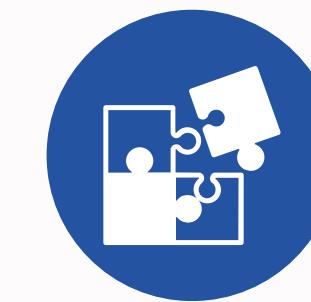
regions

4

channels

*"a robust lead prediction model for targeting potential customer **for a new term-deposit product**"*

Our Holistic Approach



Data Dive



Predictive Modelling

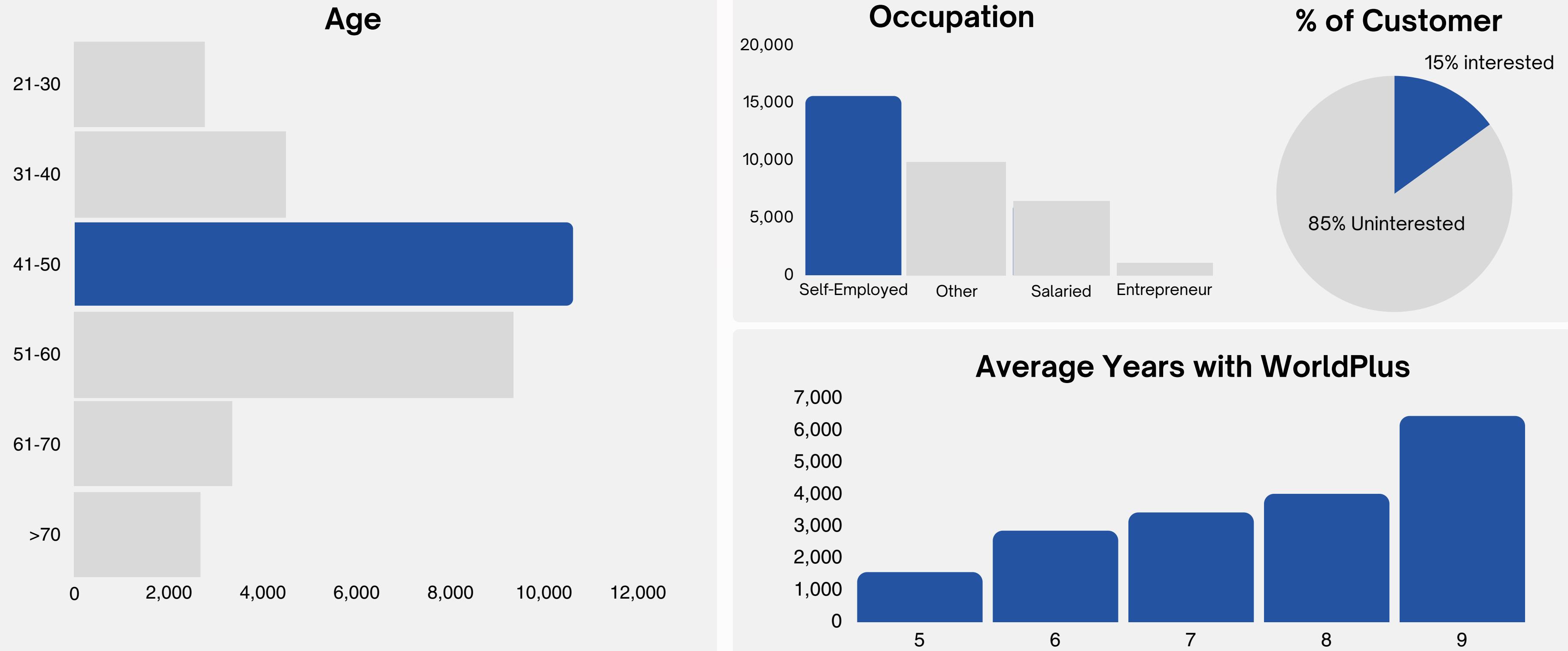


Model Evaluation



Deployment

Key Findings



Target Customers

41 - 50

of age

15%

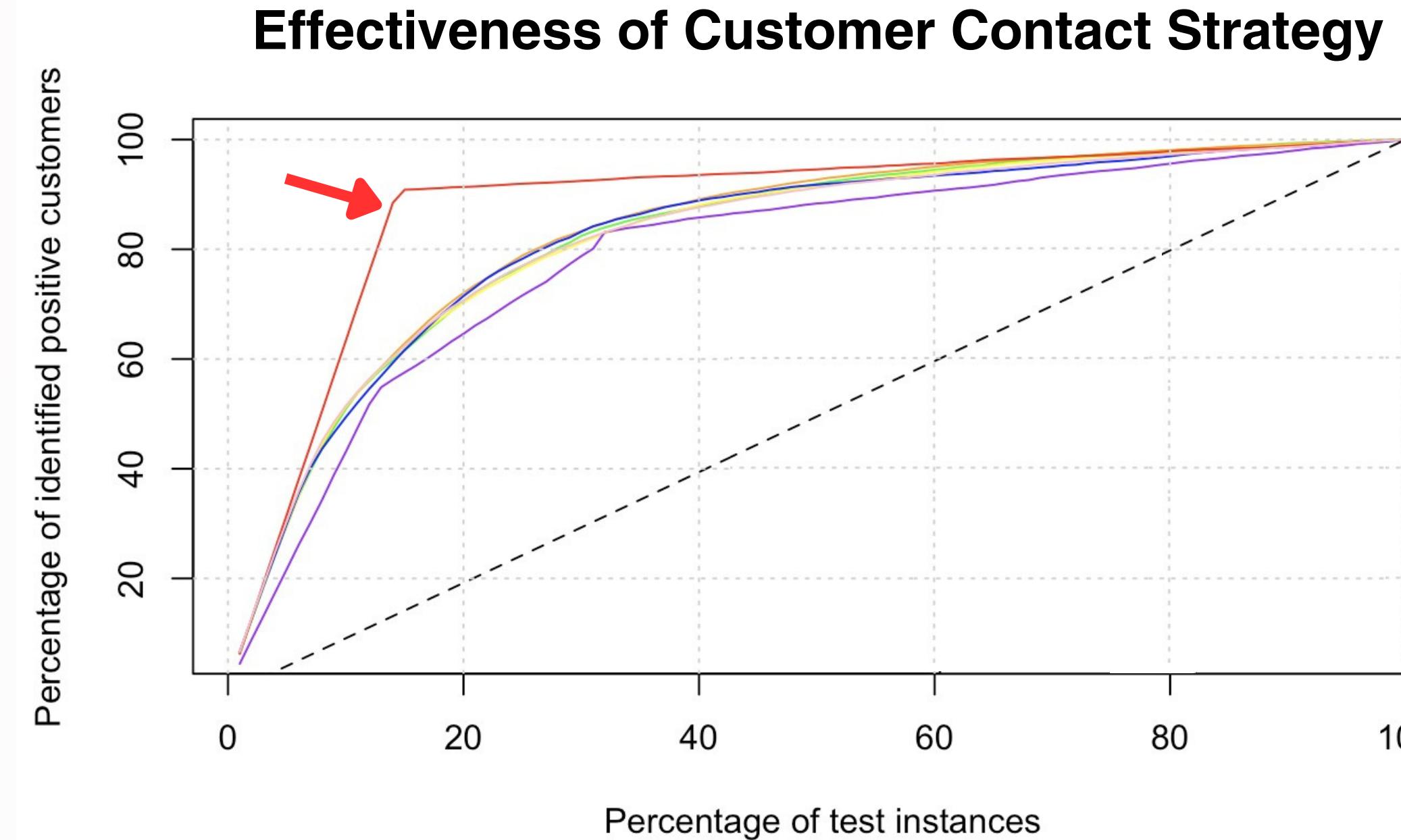
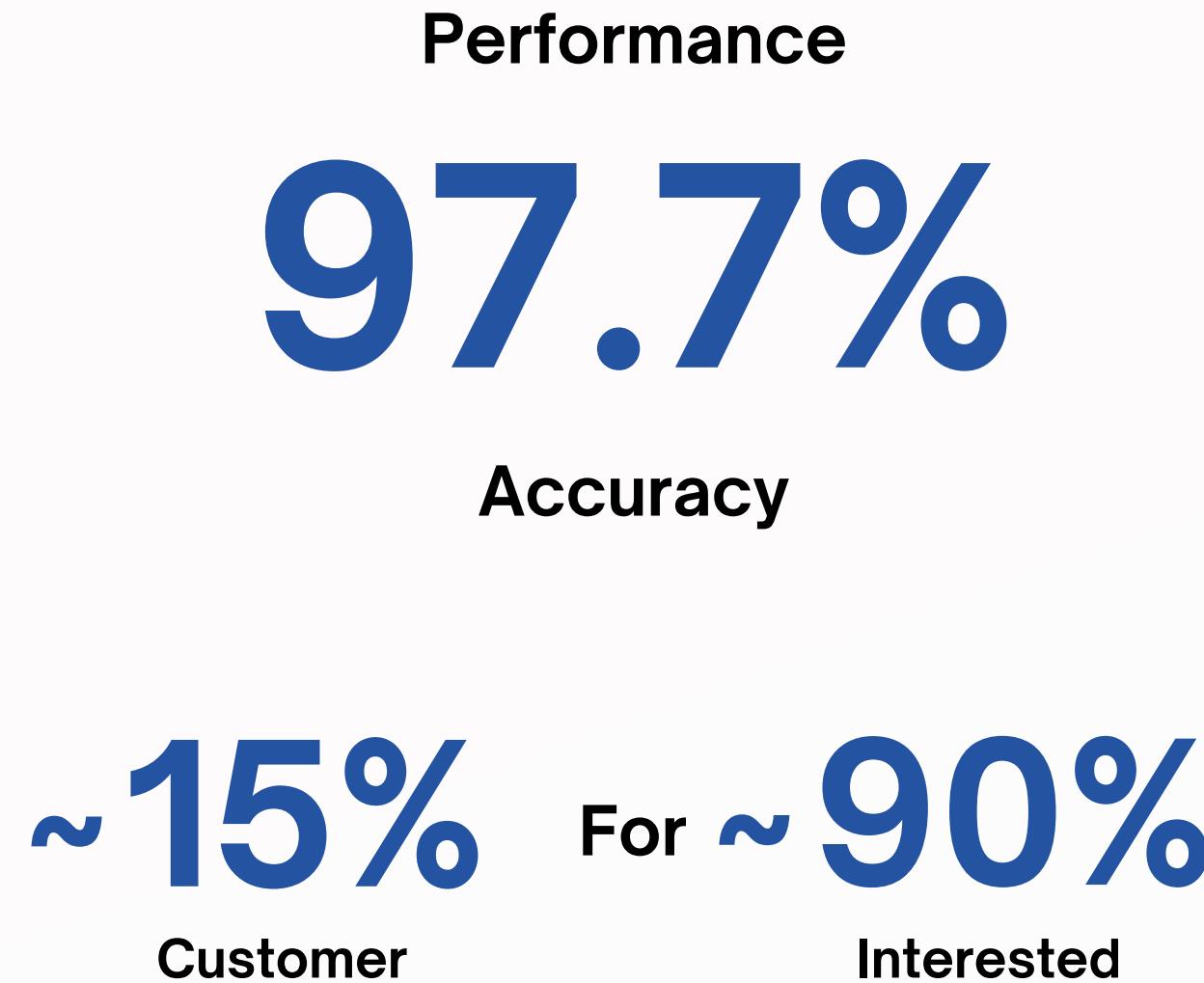
customers



**Self
Employed
occupation**

**5+ years
in the bank**

Models Performance



Cost-Benefit Analysis

Baseline				
Channel	Cost	Percentage estimation	Number of Customer	Average
Call Centers	£ 10	40%	26.400	£ 260.700,00
Live Chat	£ 5	20%	13.200	£ 62.568,00
Email	£ 1	25%	16.500	£ 13.686,75
Social Media	£ 2	15%	9.900	£ 21.507,75
Total			66.000	£ 358.462,50



Reducing resources by 85%

Lead Prediction Model				
Channel	Cost	Percentage estimation	Number of Customer	Average
Call Centers	£ 10	40%	3.782	£ 37.351,20
Live Chat	£ 5	20%	1.891	£ 8.964,29
Email	£ 1	25%	2.364	£ 1.960,94
Social Media	£ 2	15%	1.418	£ 3.081,47
Total			9.456	£ 51.357,90

£300,000 +

Cost were saved!

Conclusions

Reduced Costs



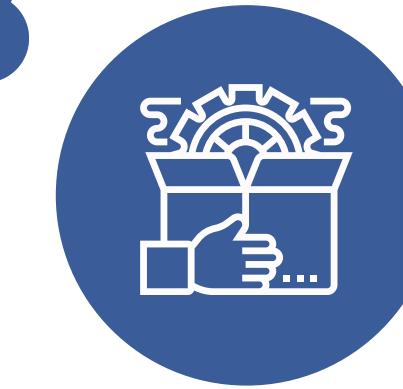
Effective Investments



**INCREASED
MARKET
CAPITALISATION**



Increase Numbers
of Uninterested
Customers



Explore New
Products

Thank You

Connect with us.



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