

Recommendation Report

Introduction

This report provides a strategic roadmap to enhance the performance and revenue generation of the credit card portfolio. By focusing on key insights derived from customer data and transaction trends, the following recommendations aim to increase transaction volume, promote underperforming card categories, stabilize weekly revenue fluctuations, and leverage high revenue categories.

Strategic Recommendations

1. Increasing Transaction Volume

- **Rewards for Smaller Transactions:** Implement a rewards program that incentivizes smaller, frequent transactions. This could include offering cashback or points for everyday purchases, which encourages customers to use their cards more regularly.
- **Retail Partnerships:** Forge partnerships with popular retailers to provide exclusive discounts or promotions for cardholders. This can drive more frequent use of credit cards in day-to-day shopping.

2. Promote Underperforming Card Categories

- **Targeted Marketing Campaigns:** Develop marketing campaigns to highlight the unique benefits of Silver, Gold, and Platinum cards. Introductory offers such as waived fees for the first year, bonus points, or enhanced rewards can attract new users to these categories.

3. Focus on High Revenue and Moderate CAC Segments

- **Graduates and High School Groups:** Optimize acquisition strategies for high revenue-generating segments like graduates and high school groups. Tailor products and marketing efforts to attract and retain these customers, focusing on their specific financial needs and behaviors.
- **Post-Graduates:** Despite lower revenue, post-graduates present a good balance with moderate CAC. Develop specialized offers and loyalty programs to enhance engagement and revenue from this segment.

4. Leverage Employment Type Insights

- **Businessmen and White-Collar Workers:** Create premium products and services tailored to the professional and personal financial needs of businessmen and white-collar workers, who contribute significantly to revenue.

Conclusion

Implementing these strategies will drive increased transaction volume, promote underutilized card categories, stabilize revenue fluctuations, and capitalize on high-revenue segments and categories.