Santander Customer Transaction Prediction

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BUSINESS IMPORTANCE

This project can help the company in following ways

1. Segmenting customers into small groups and addressing individual customers based on actual behaviors – instead of hard-coding any preconceived notions or assumptions of what makes customers similar to one another, and instead of only looking at aggregated data which hides important facts about individual customers.

2. Tracking customers and how they move among different segments over time, including customer transaction analysis.

3. Accurately predicting the future behavior of customers (e.g., transaction prediction) using predictive customer behavior modeling techniques – instead of just looking in the rear-view mirror of historical data.

4. Using advanced calculations to determine the customer lifetime value (LTV) of every customer and basing decisions on it – instead of looking only at the short-term revenue that a customer may bring the organization.

5. Knowing, based on objective metrics, exactly what marketing actions to do now, for each customer, in

order to maximize the long-term value of every customer.

6. Using marketing machine learning technology that will reveal insights and make recommendations for improving customer marketing that human marketers are unlikely to spot on their own.