Case study-3

Description about data: The data set (cust_seg) is information of 200 customers who were part of the last campaign conducted by one of the major Bank-credit card division. The CMO would like to test below hypothesis based on the data.

1. Card usage has been improved significantly from last year usage which is 50. (Hint: Comparing card usage of post campaign of 1 month with last year hypothesized value 50)
2. The last campaign was successful in terms usage of credit card. (Hint: Comparing means for card usage of pre & post usage of campaign)
3. Is there any difference between males & females in terms of credit card usage? (Hint: Comparing means of card usage for males & females)
4. Is there any difference between segments of customers in terms of credit card usage? (Hint: Comparing means of card usage of different segment customers)
5. Is there any relation between region & Segment? (Hint: Finding the relationship between categorical variables region and Segment)
6. Is the relationship between card usage in the latest month and pre usage of campaign? (Hint: find the correlation between latest_mon_usage and pre_usage)