



A DATA SCIENCE SOLUTION

FOR MARKETING OPTIMIZATION

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INTRODUCTION

WHAT IS GETMONEY.COM ?

Unsecured Personal Loans

- Installment loans/long term
- Need Emergency Money - Medical bills , Utilities , vacations and large purchases
- Qualification: None

Payday Cash-Advance Loans

- “Pay check Advances” - need your paycheck before payday
- Small short term loans - unforeseen expenses, personal matters
- Qualification: being employed



INTRODUCTION

CLIENT MEETING: QUESTIONS & CONCERNS,

- Demographics
- Credit types
- Location
- Job Status
- Day & time of traffic

PROBLEM: NOT HAVING A CLEAR UNDERSTANDING OF THE DEMOGRAPHIC & TRAFFIC SIZE OF THE WEBSITE.



INTRODUCTION

SOLUTION

- Understanding of the credit type of the website visitors in consideration with their age
- Location & regions that the website is getting the traffic with respect to day of the week & time of the day.
- Visitors demographics with respect to their age and income

IMPACT & SUCCESS: OPTIMIZED MARKETING IN HIGH TRAFFIC REGIONS IN ACCORDANCE WITH WEBSITE VISITORS CREDIT TYPE & AGE.



METHODOLOGY

DATA & FEATURES – TOOLS

- Cleaned data provided by client
 - Google Sheets
 - Narrowed down to main features
- Interactive & Static Charts
 - Tableau Public



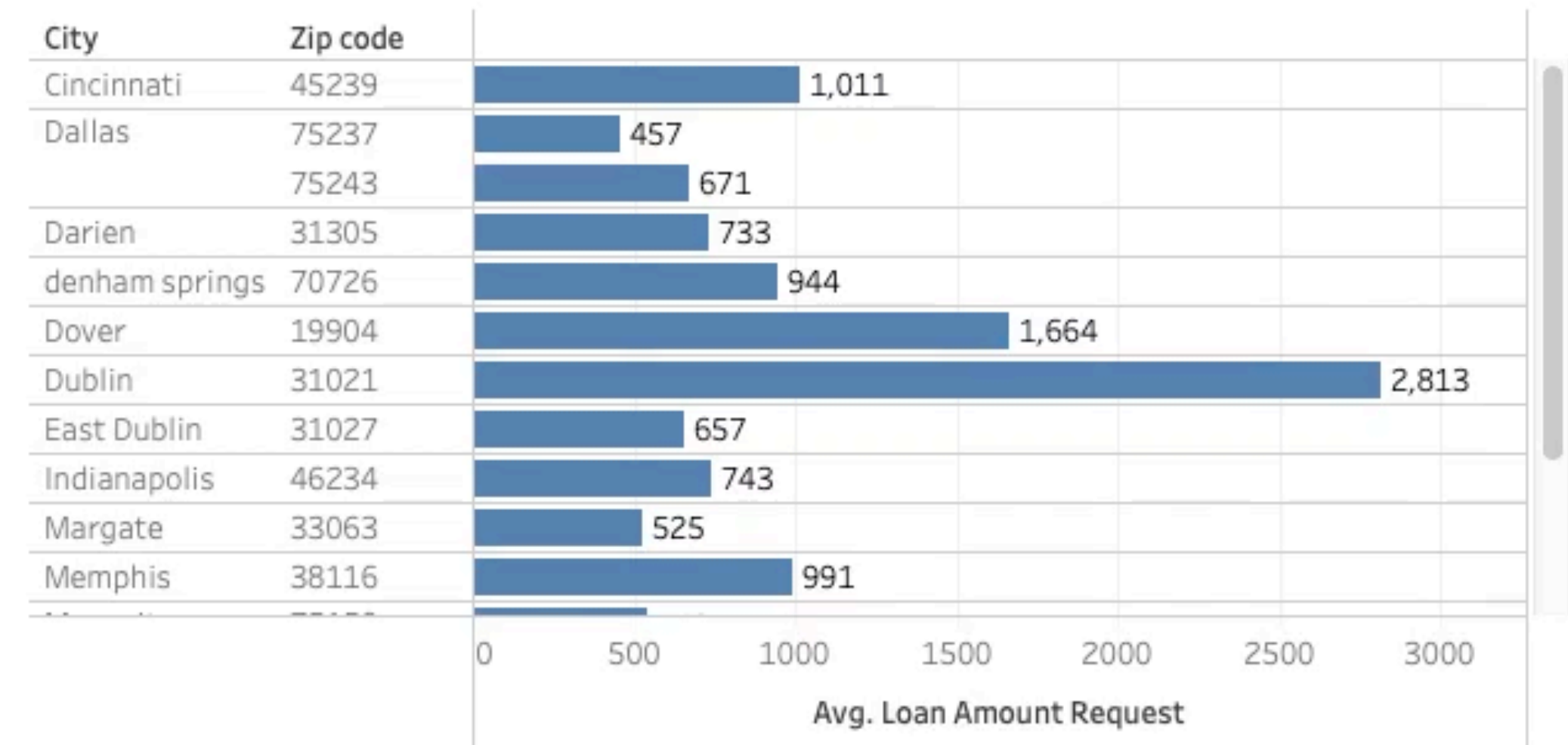
RESULTS

SOLUTION PATHS & IMPACTS

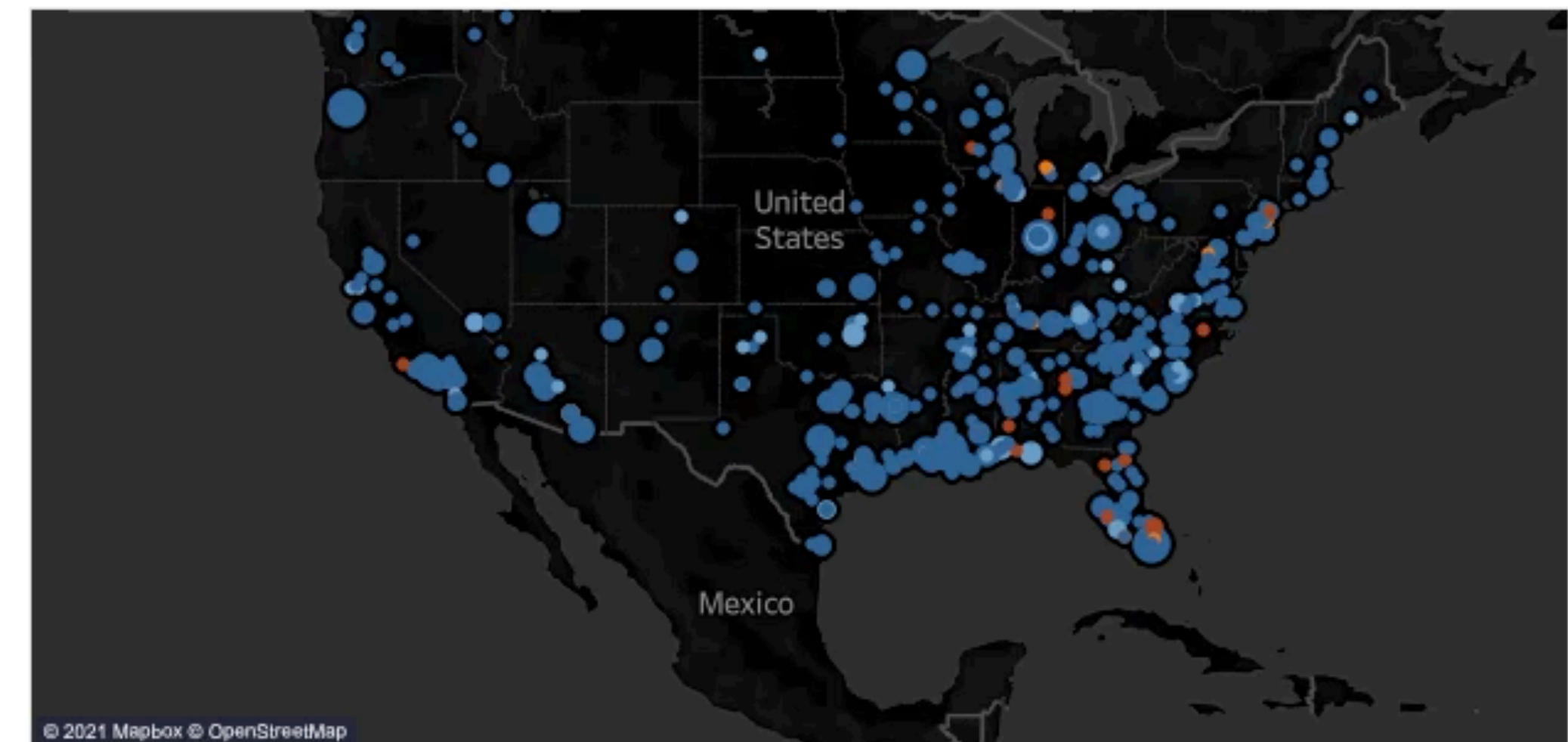
- Interactive & Static Charts
 - Tableau Public Dashboards (1-4)

GMDC | City X Zipcode X Leads

Average Loan Amount Requested X (City - Zipcode) - Bar Chart



Average Loan Requested X (City - Zipcode)



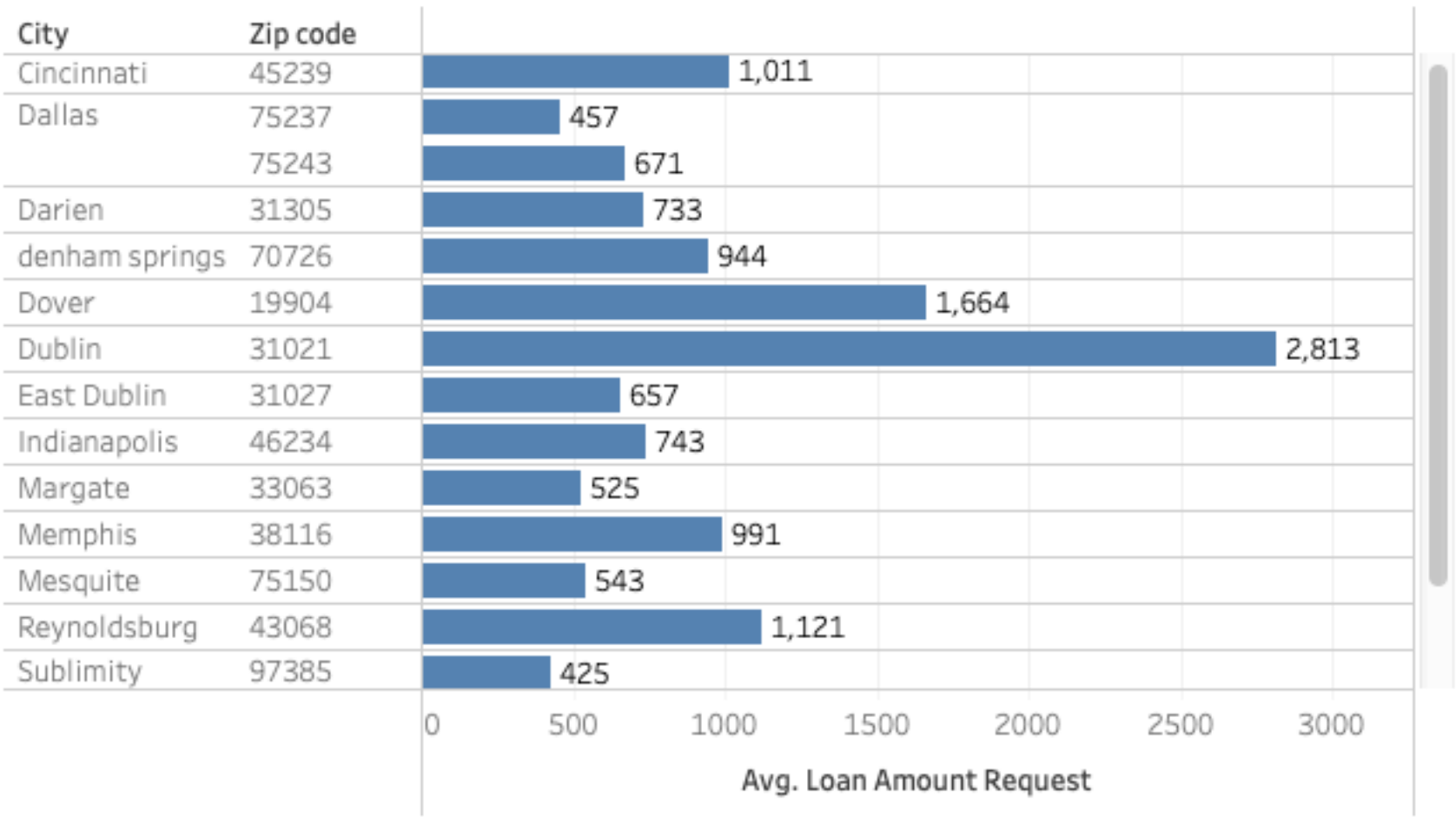
RESULTS

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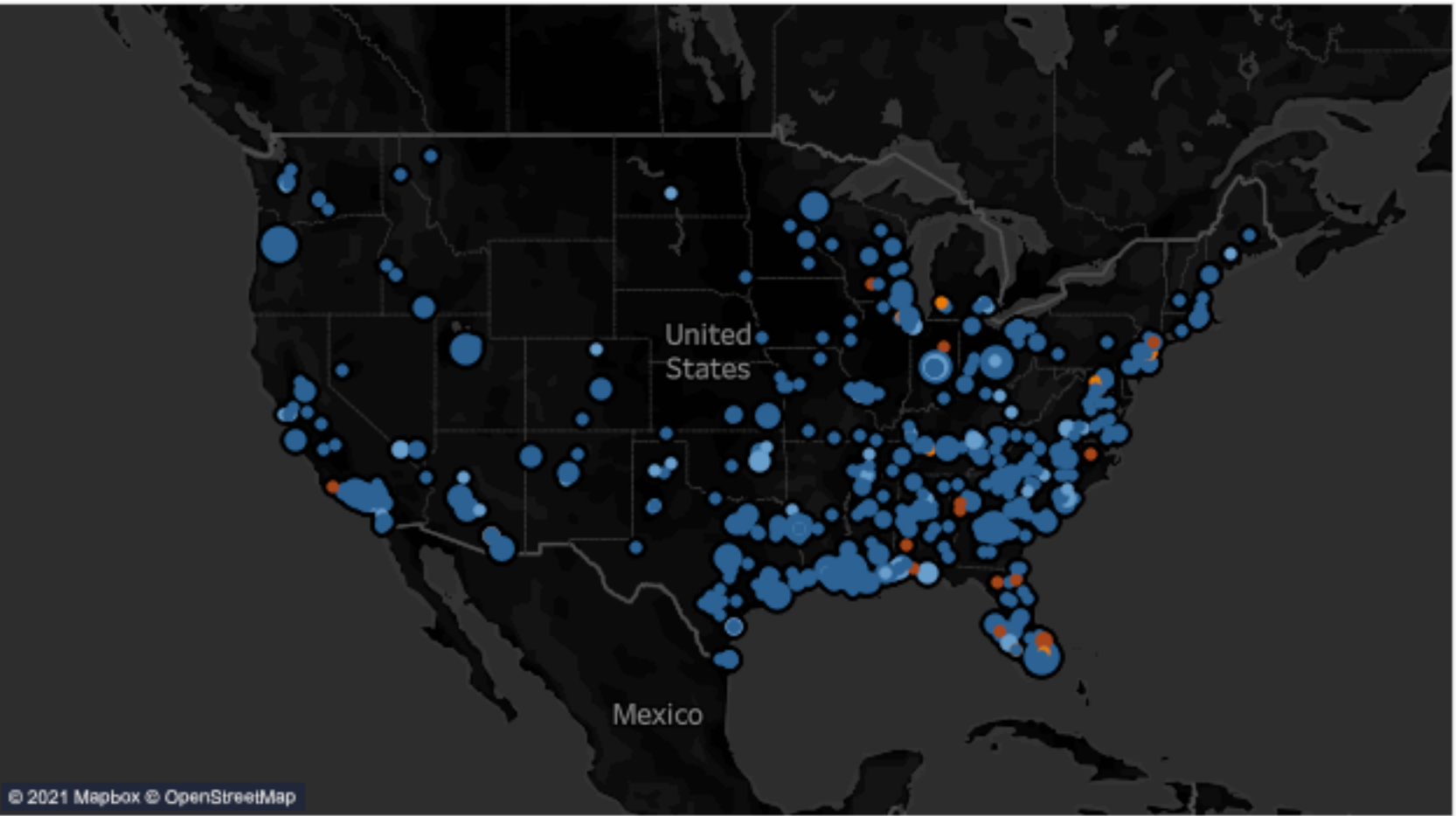
- Dashboard 1
 - City X Zip-codes X Lead Count X AVR Loan Amount
- Dashboard 2
 - Day of Week X Time X Age X Lead Count

GMDC | City X Zipcode X Leads

Average Loan Amount Requested X (City - Zipcode) - Bar Chart

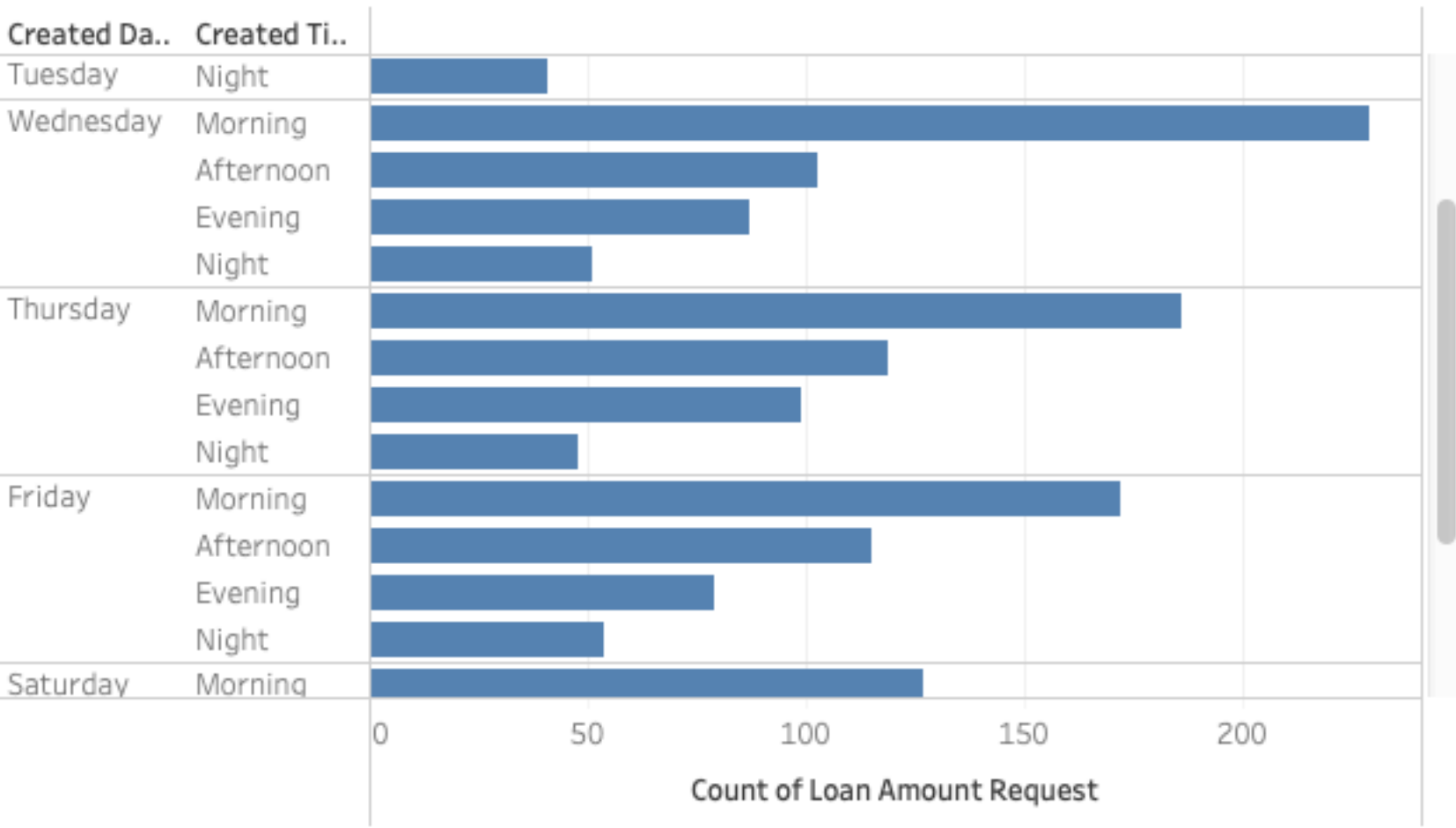


Average Loan Requested X (City - Zipcode)

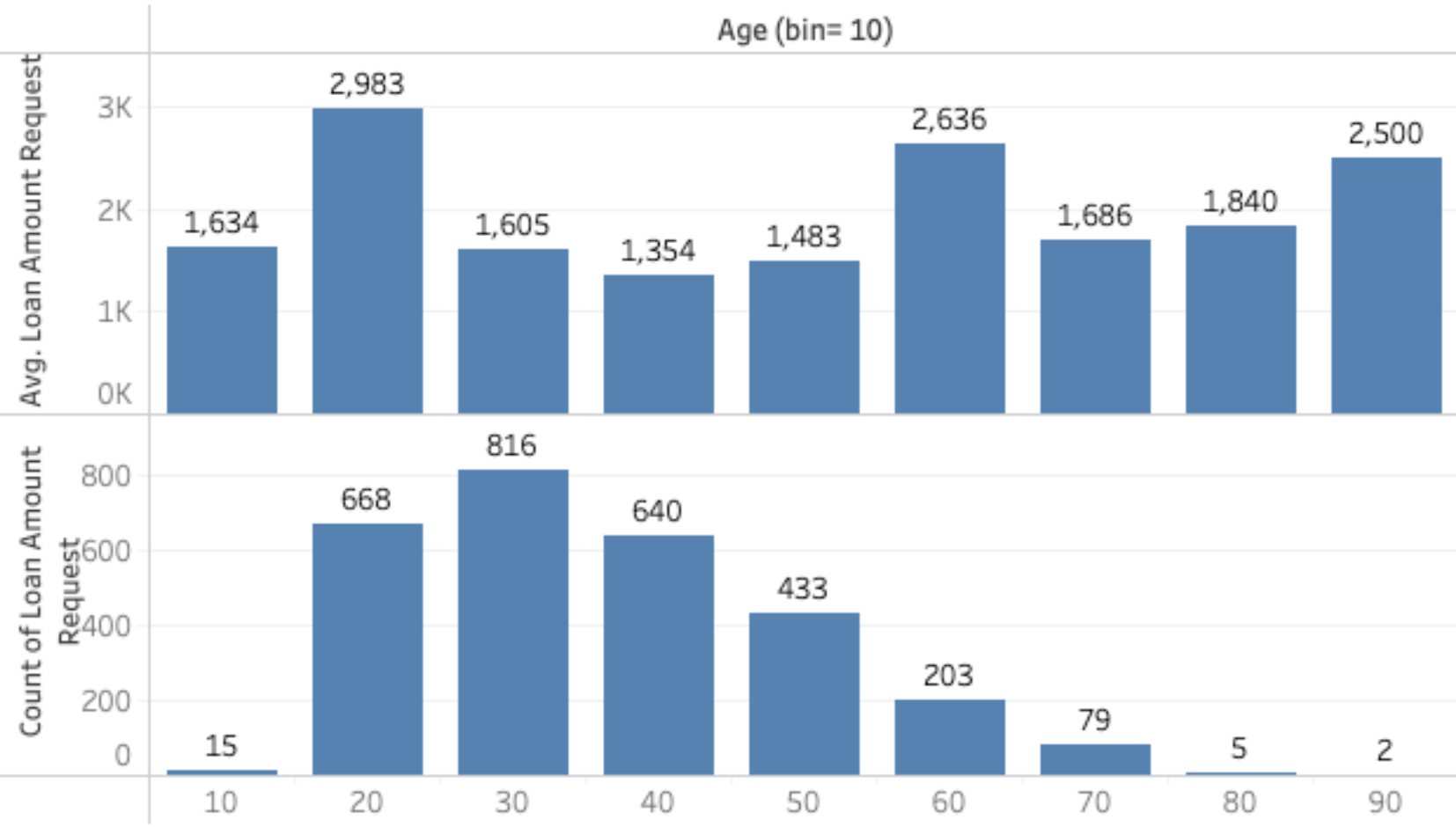


GMDC| Day of Week X Time X Age Brakets X Leads

Website Attraction Day and Time X Leads



Average Loan Amount |Number of Loan Requests X Age



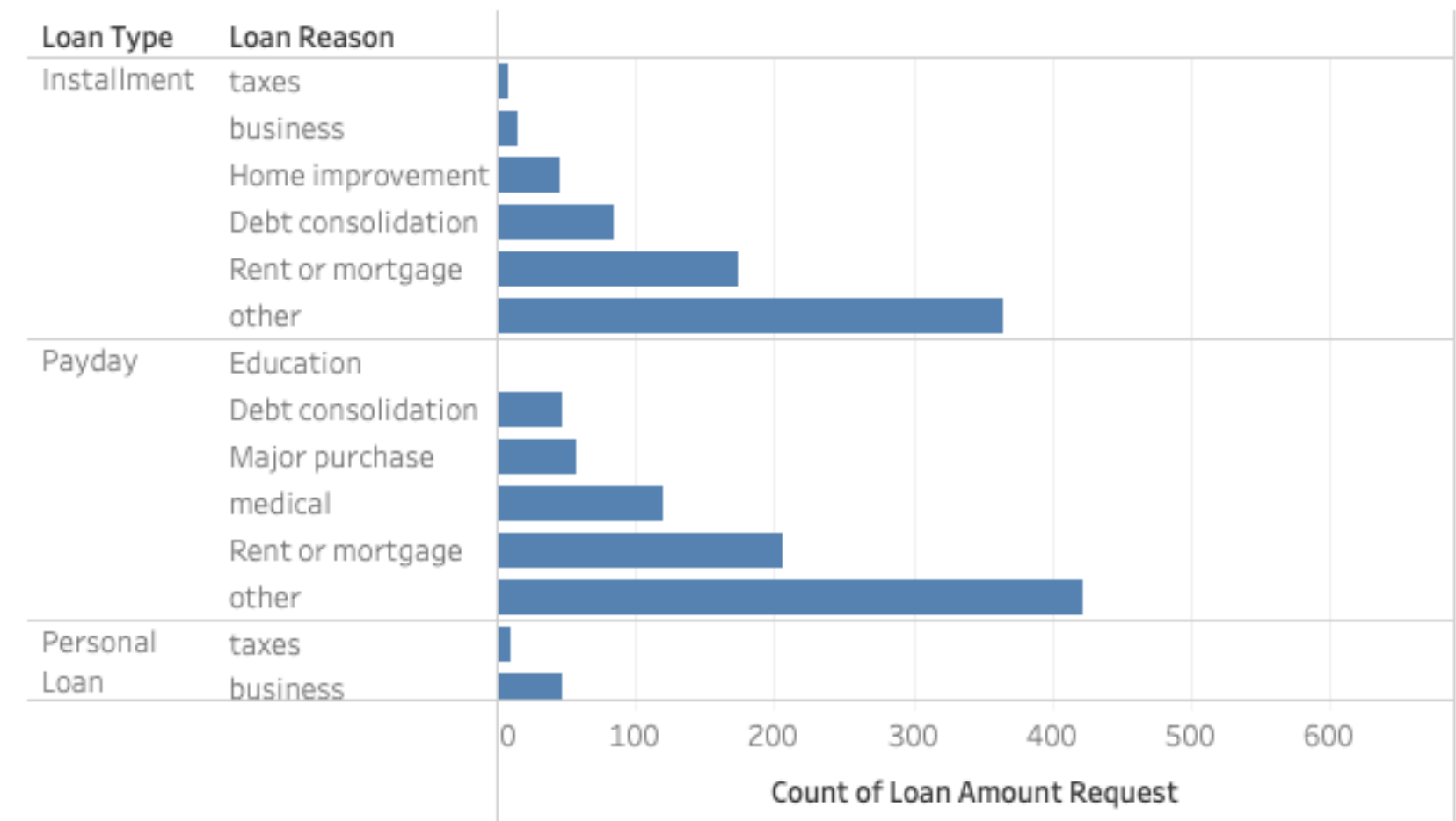
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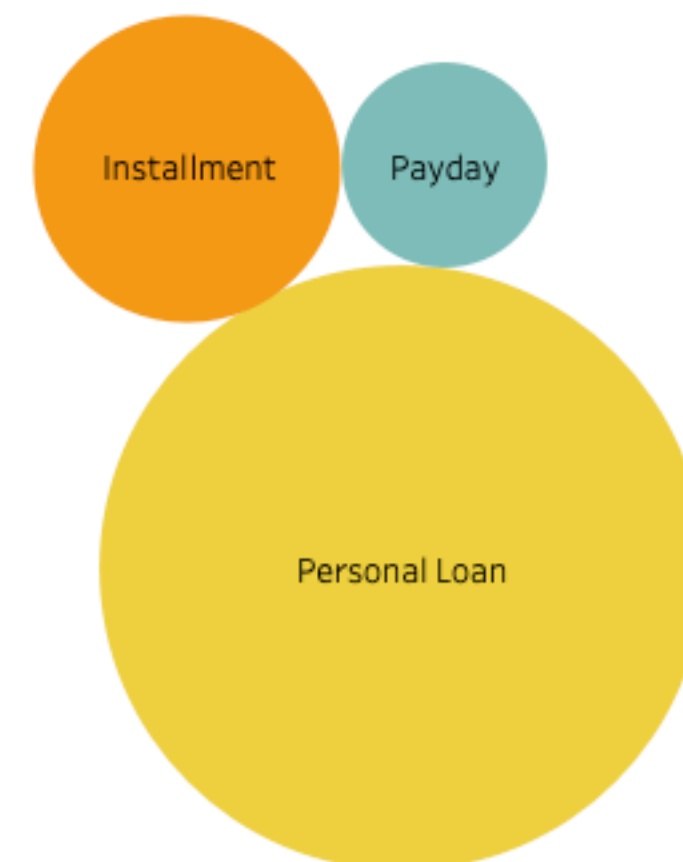
- Dashboard 3
 - Loan Type X Loan Reason X Lead Count
- Dashboard 4
 - Leads X City X Credit Type

GMDC | Loan Types X Loan Reason X Leads

Loan Type & Reasoning Attraction

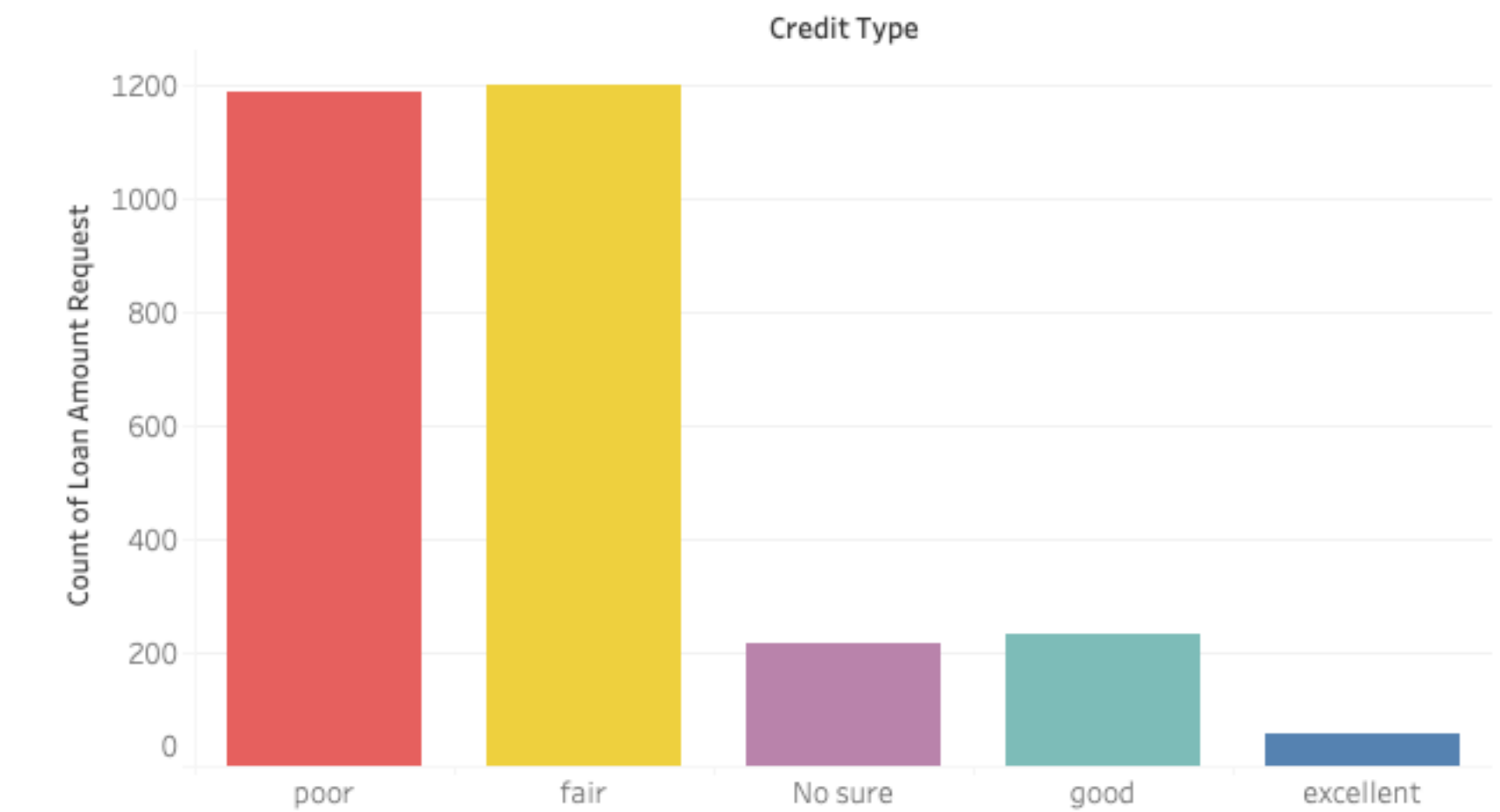


Loan Amount Requested X Loan Types

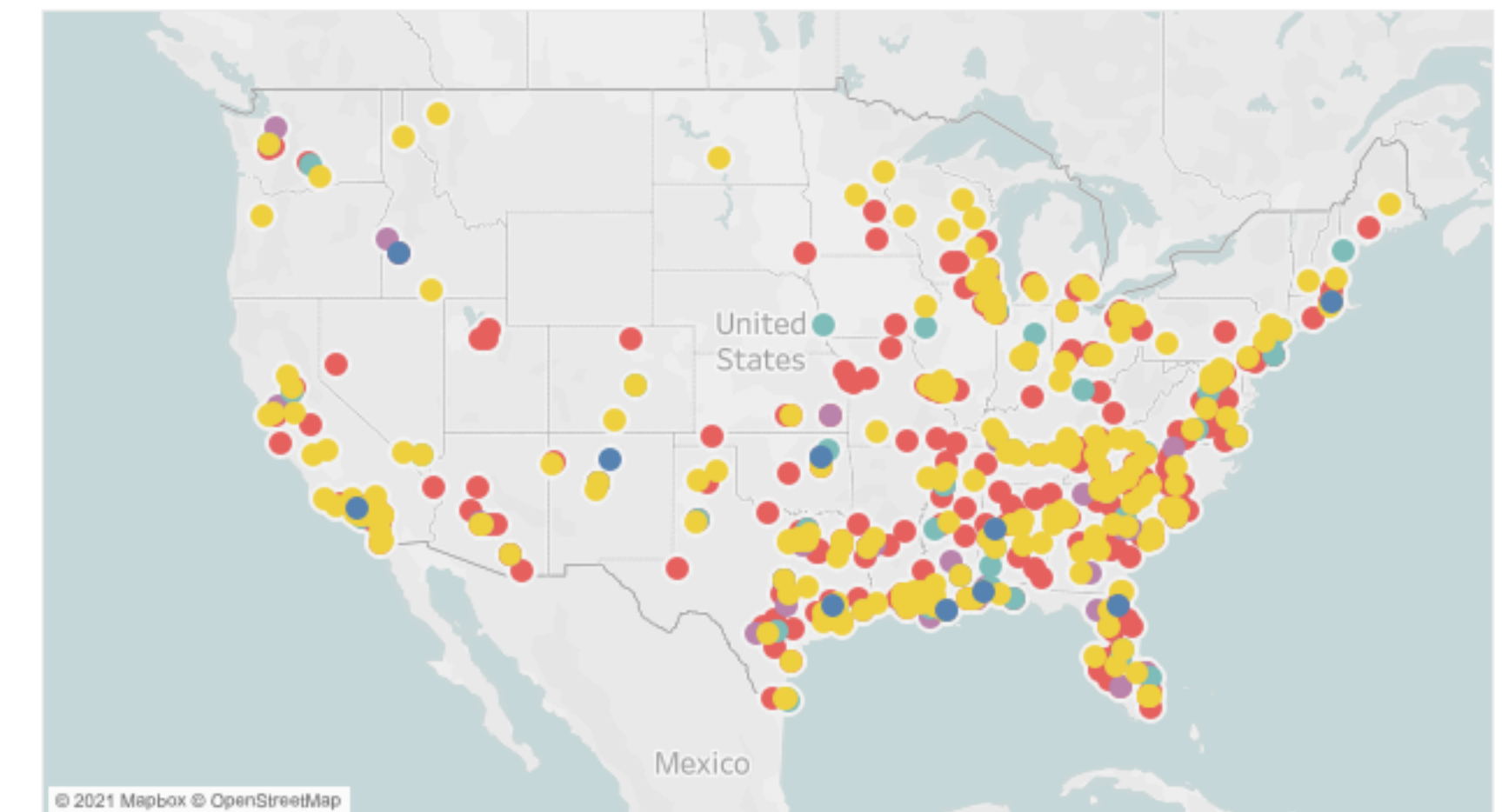


Leads X City X Credit Type

Number of Leads X Credit Type



Credit Types X City



CONCLUSION

ANALYSIS TAKEAWAYS

- Credit type demographic mostly Poor & Fair
- Loan demand peak is on Monday & Wednesdays mornings
- GetMoney.com is getting most of its traffic from south east of US.
- People in their 30's have the most request
- People in their 20's are in asking for more money in average



CONCLUSION

FINAL INTAKES & RECOMMENDATIONS

Recommendations for the GetMoney.com board:

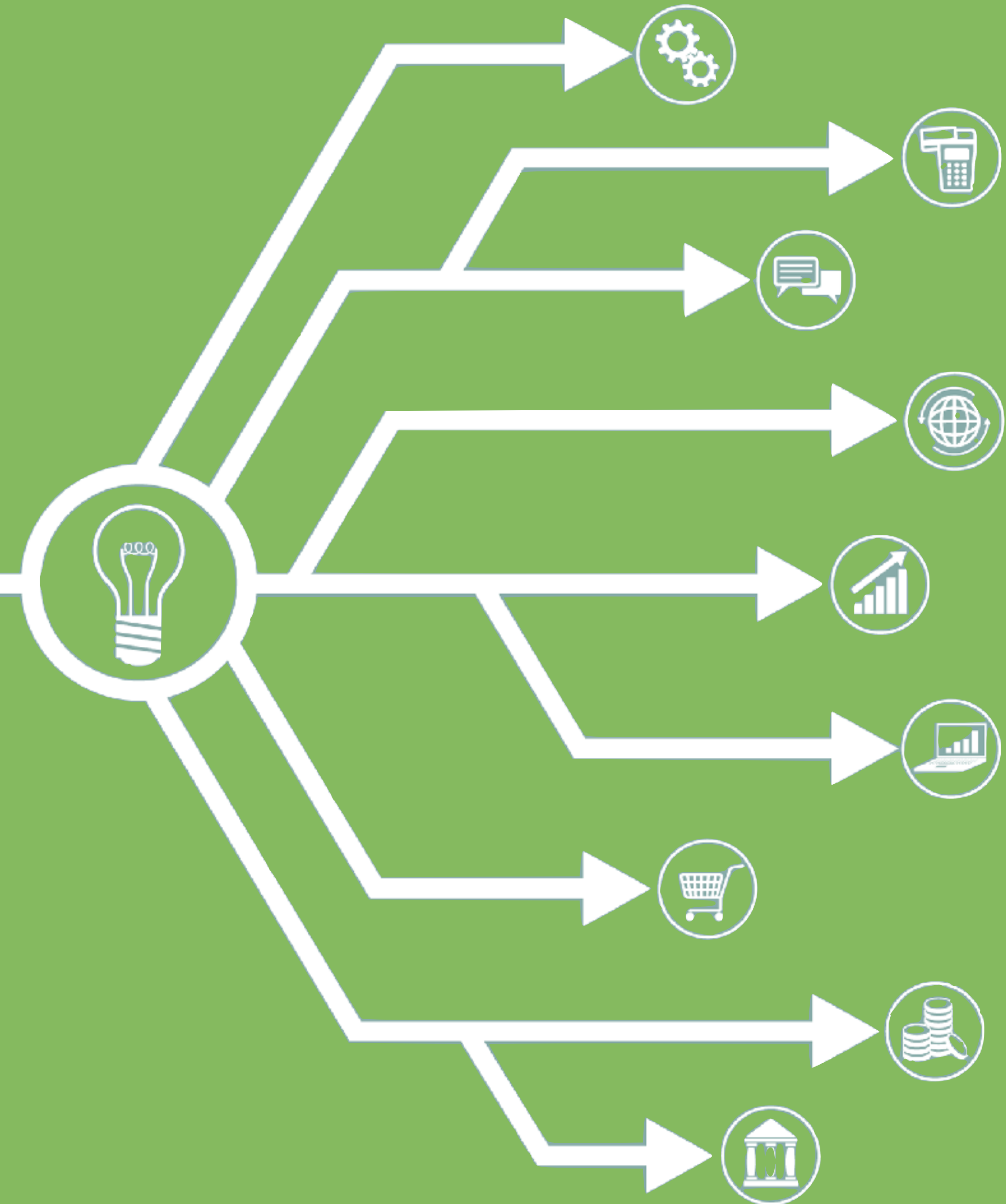
- Focus marketing on the people with credit types of **Good & Excellent**
- Focus marketing in regions with **Higher Income** and **Higher Age Bracket** (50's & 60's)



FUTURE WORK



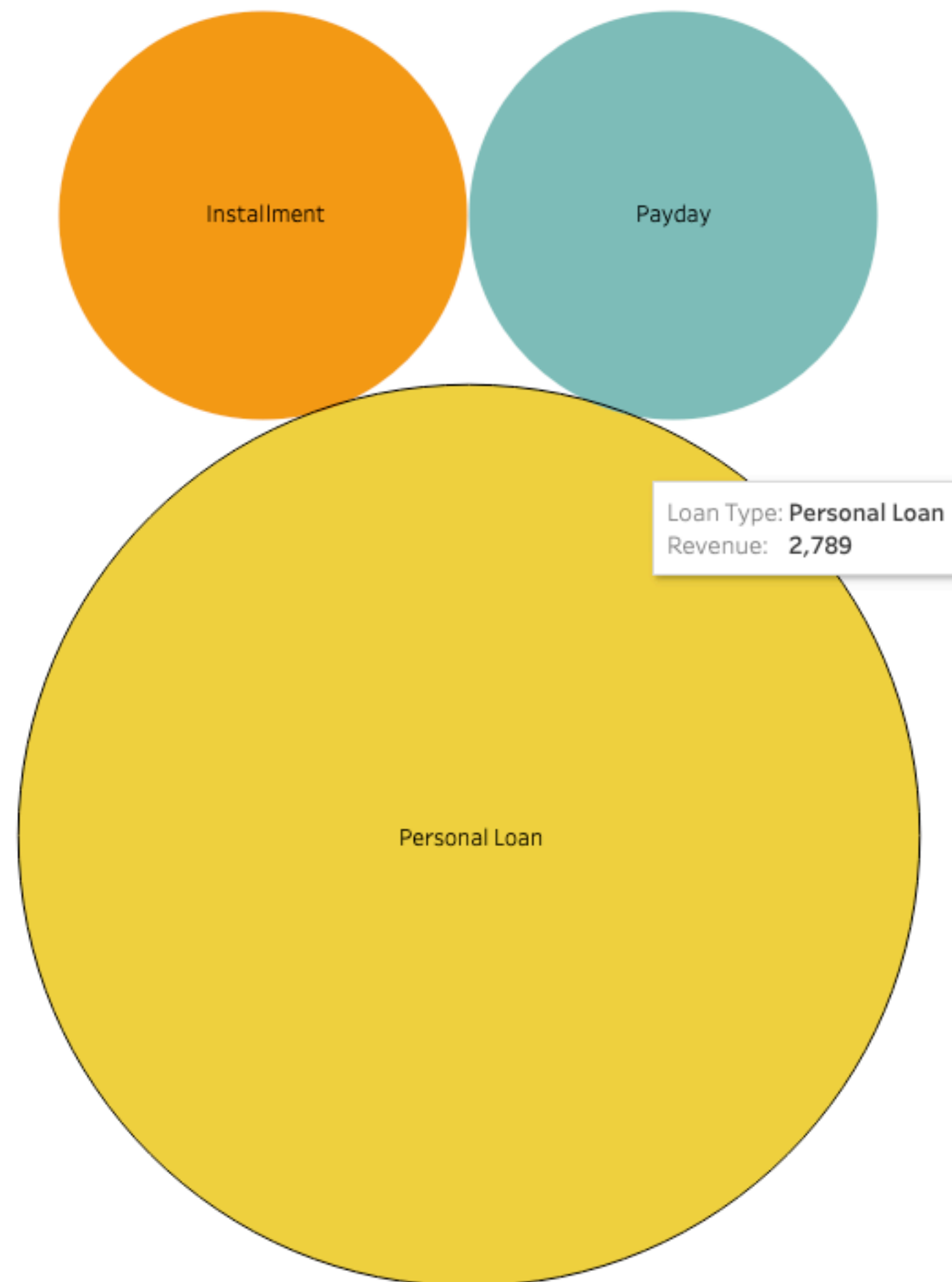
- Periodic analysis of updated data
 - Better understanding of marketing work
- Revenue Analysis
 - Modeling linear regression for perspective



APPENDIX

DETAILS & FUTURE WORK

Revenue X Loant Types



Revenue X loan Requested Amount

