

Payment method case

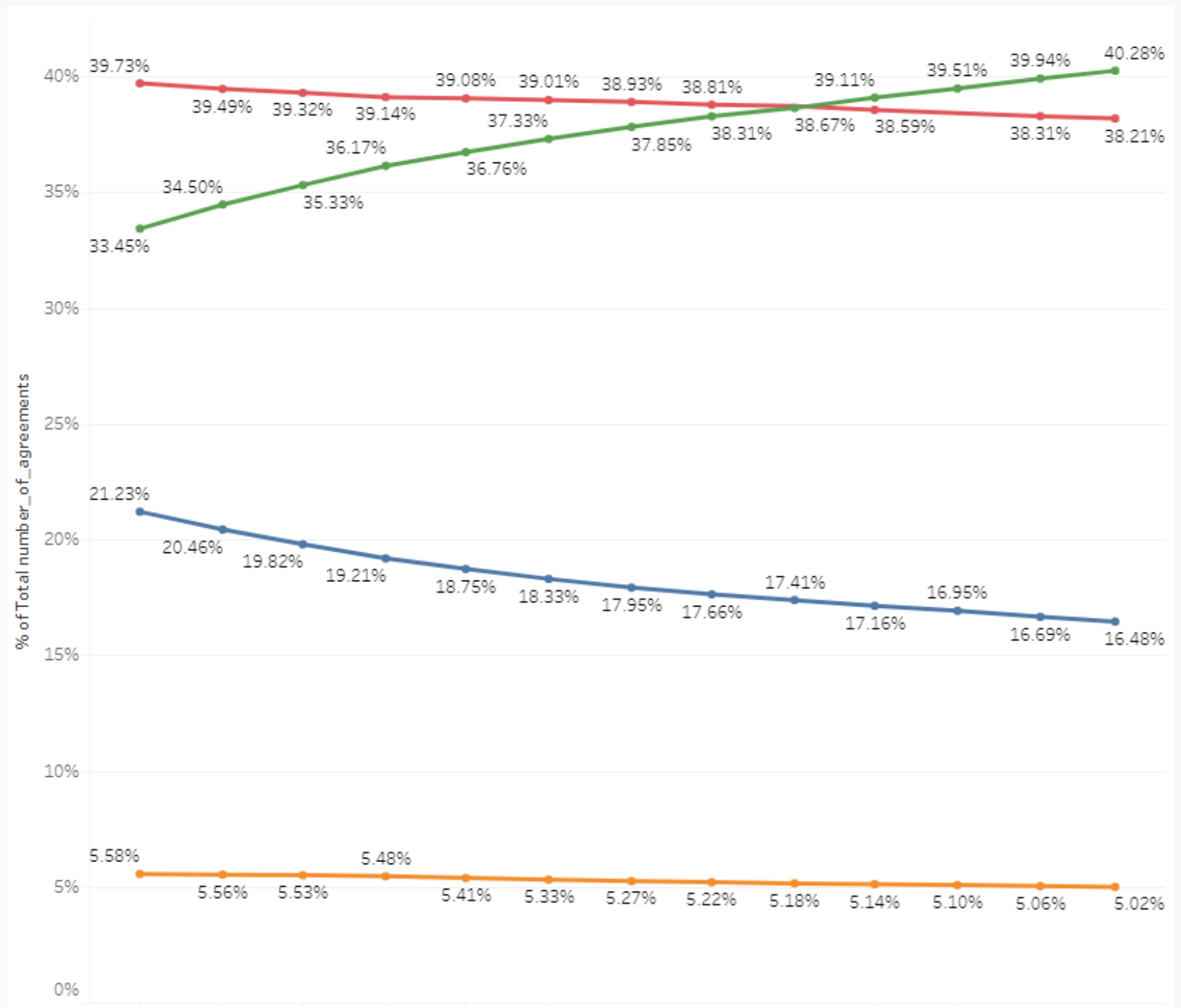
Customer Analytics



Background

- Management in If Finland is considering to end one of the payment methods If offers to our customers. They want to understand the consequences and risks of such a move. Your task is to evaluate this question based on the attached data and prepare a presentation for the decision group.
- From the data sheet you will find customer level information about customers who either have the payment type in question (FeatureInvestigated = 1) or another payment option (FeatureInvestigated = 0). On the next slide you will also find the historical development of share of Customers with different payment options.
- We love working with analytics but we expect you to spend only a handful of hours with this case. If you succeed in only part of it, we would love to see how far you have come. You can also note down what approaches you would explore if you had more time.
- Please send back your code/solution and presentation over email when you are done.

- The orange line represents the payment option we are considering to end.
- Timeline represents 13 months of data. One timepoint, one month.



Data feature description

- AgeClass: Grouped customer age, where group 1 are the youngest and group 4 are the oldest.
- DurationClass: Customership duration.
- Rating: Customer rating, correlates to premium in euros.
- Cube_level: Customer benefit program level, correlates to number of products the customer has.
- Payments_per_year: How many payments per year, from 1 to 12.
- Product1: Grouped information about product 1, 0/1/1+
- Product2: Grouped information about product 2, 0/1/1+
- Product3: Grouped information about product 3, 0/1/1+
- Product4: Grouped information about product 4, 0/1/1+
- Contact_info_edm: Binary variable, whether we have email address (1) or not (0).
- Contact_info_tm: Binary variable, whether we have phone number (1) or not (0).
- Customers: How many customers fall into the group with this set of features.
- FeatureInvestigated: Binary variable indicating if the group has the payment option we want to investigate (1) or not (0).

