

# Marketing Campaign – ENB Case-Study

## Overview

Data-driven marketing has transformed from an innovative approach to a fundamental part of advertising and business strategy. With a new marketing campaign at hand, organizations are faced with several challenges:

1. Who are the targeted customers for this campaign?
2. Are they eligible for such offers as per legal and financial regulations?
3. Are they likely to respond to our offers?

This dataset is stitched together from real-world data sources. CRM + core banking system.

## Business Requirements

Business wants to initiate an acquisition campaign for loans. You can support the business by providing them with a list of recommended customers that are highly likely and most surely eligible for their loan offers. Business is open to discuss any recommendation that you might have based on your analysis.

## Deliverable Layout

You are expected to deliver your key insights and recommendation in the form of a presentation that covers the following aspects – when applicable -:

- Analysis Scope: Define analysis base, inclusion and exclusion criteria, time frame and data included.
- Analysis and Insights: Present any interesting insights, patterns, behaviors, visualizations extracted from data.
- Recommendations: Suggest actions the business can take to improve decisions making process.

Your support to the business is greatly appreciated! 😊