Role: Senior Data Analyst (Growth)

Case Study
Our sales team would like to increase our customers' LTV by targeting different segments of customers to cross sell the new Credit Line product to.

In this exercise, please translate this business requirement into an analytics problem and propose a solution to better segment and target our customers to drive higher LTV. Use the analytic tool (e.g. SQL, R, Python, etc) that you deem most suitable to conduct this analysis and present your final approach, insights and recommendations in a presentation deck (e.g. Google slides)

Guiding notes:
- Problem definition
- Identify key & supporting metrics
- Explore the data & conduct segmentation exercise
- Present findings