

# Product Pitch to World Plus

Warwick Business School Consultant Teams

2023.12



## WBS-World Plus Project Team



**Dr. Lea**

*Project manager*



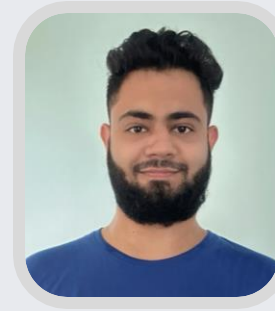
**Dr. Aish**

*Strategy analyst*



**Dr. Savvi**

*Data analyst*



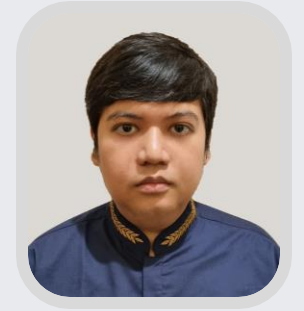
**Dr. Taah**

*Data analyst*



**Dr. Nat**

*Business analyst*



**Dr. Win**

*Risk analyst*

## Served Customers and Rewards

**200+** companies in the field of **Finance, Technology, Education ...**

**Best Cooperator Award** from **ePay Bank** in 2021 and 2022





**What is our purpose**

**How is our product**

**What benefits can you get**

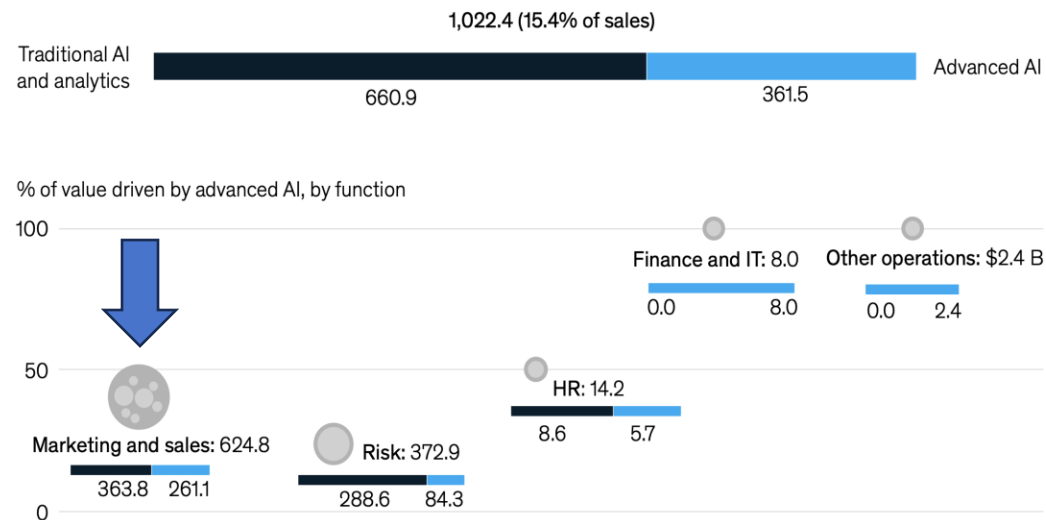
# Our Understanding and Purpose



# Industry Understanding

Potential annual value of AI and analytics for global banking could reach as high as \$1 trillion.

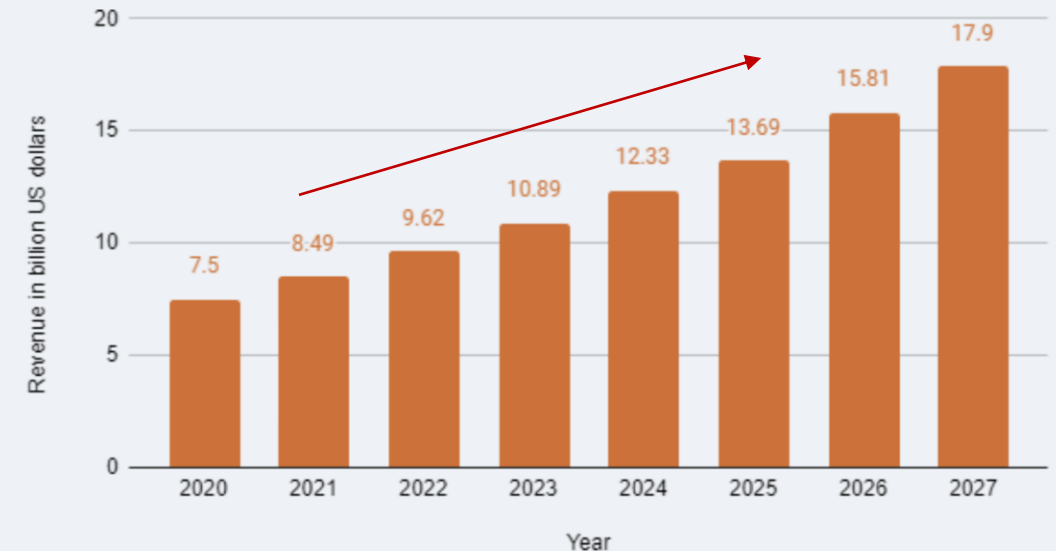
Total potential annual value, \$ billion



Source: "The executive's AI playbook," McKinsey.com. (See "Banking," under "Value & Assess.")

In the Marketing and Sales sectors of banking, the revenue could potentially increase by **71.4%**

Annual Email Marketing Revenue Forecast (in billion USD)



Source: <https://meetanshi.com/blog/email-marketing-statistics/>

Upward trend from 2020 to 2027, shows an increase of **138.7%**

# Your Problem

Who is Prospective Customer



an **Automatic** and **Intelligent** Prediction Model

Save Labour Cost

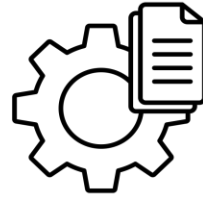
Save Marketing Cost

## Our Solution

# How is our Prediction Model



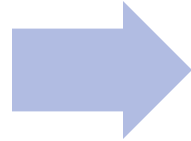
# Dataset



## Dataset

220K records, 16 variables

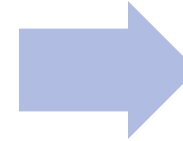
- Demographics, credit, balance, activity
- Imbalanced target variable



## Data Preparation

Cleaning + Pre-processing

- Exclude erroneous values from 'Dependent' var.
- Impute, encode, reclassify variables and balance data

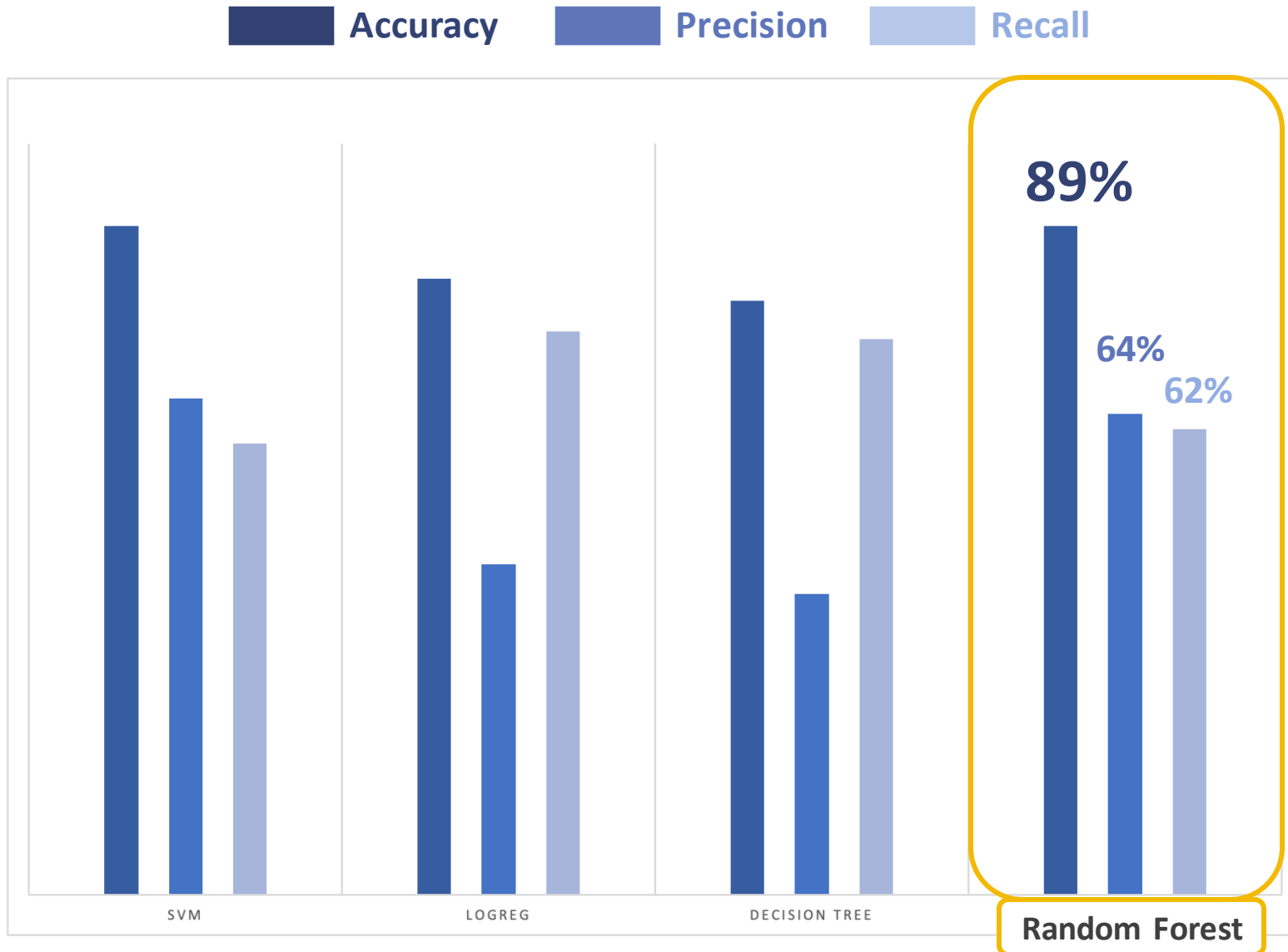


## Feature Selection

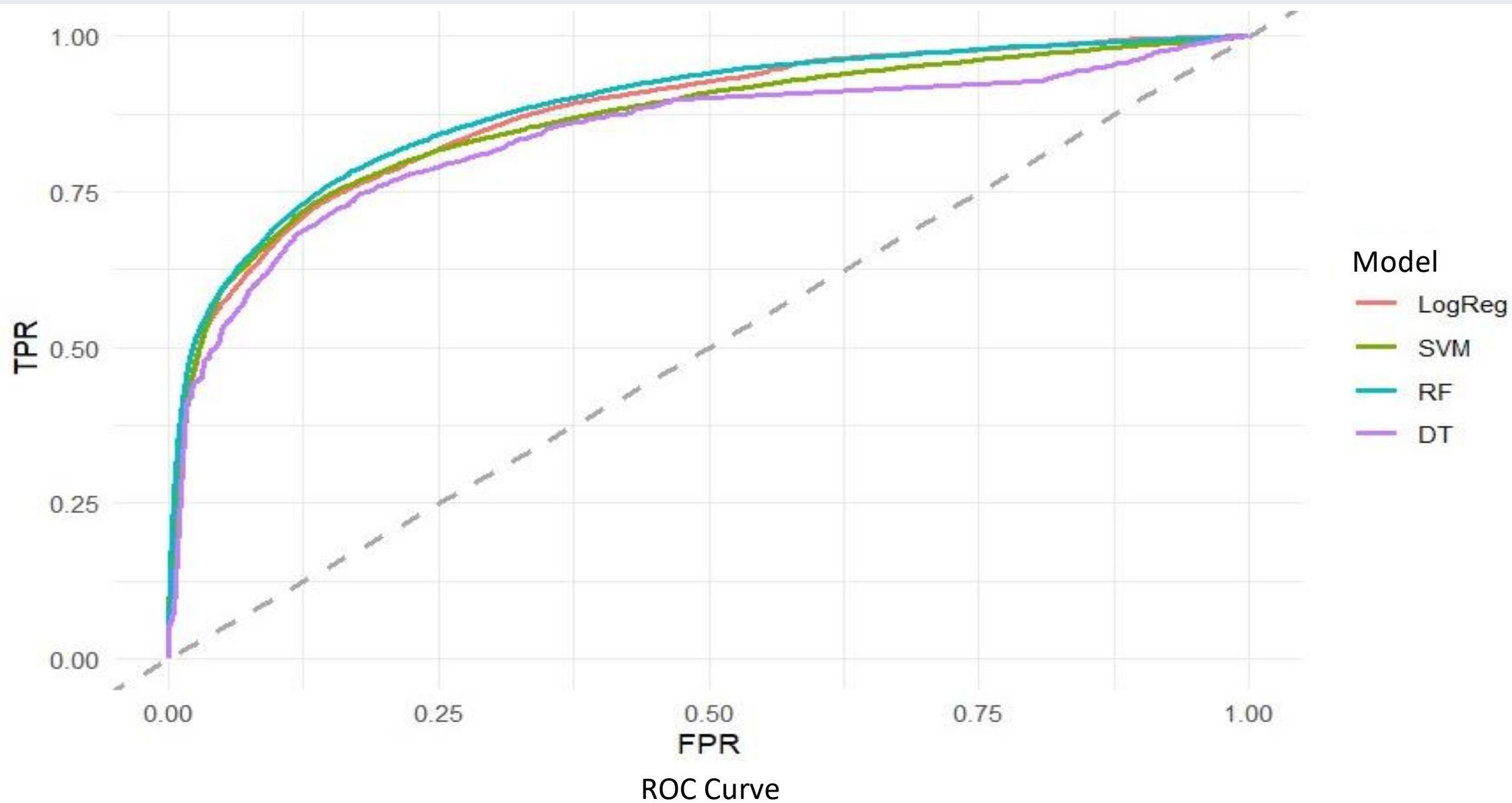
- Remove unnecessary variables
- Data is then ready for modelling



# What makes a good model?



# Which is the Best Model?



# What Benefits can you get



# Version 1.0

# Next Stage

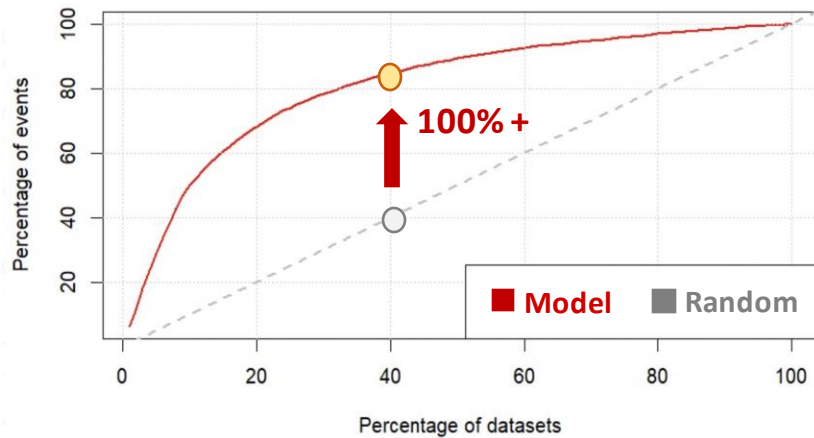
# Long-term

## Marketing Success

## Calculable Value

## Iteration Services

Using 40% of the total dataset will result in ...



\*marketing conversion rate =  $\frac{\text{number of purchased customers}}{\text{number of reached customers}}$

### Marketing Plan A

Marketing cost per customer £10

Purchase revenue per customer £100



## £71.5

Expected Profit per customer

### Marketing Plan B

### Marketing Plan C

.....

Data Volume Increasing

Business Strategy Upgrading



Optimize Performance

Model Modification

Data Sources Integration

## More Models !

# Any Questions?



Contact us [aipgroup8@email.com](mailto:aipgroup8@email.com)

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