

## Case study-3

Description about data: The data set (cust\_seg) is information of 200 customers who were part of the last campaign conducted by one of the major Bank-credit card division. The CMO would like to test below hypothesis based on the data.

1. Card usage has been improved significantly from last year usage which is 50. (Hint:  $t$ -test)
2. The last campaign was successful in terms usage of credit card.
3. Is there any difference between males & females in terms of credit card usage? (Hint:  $t$ -test)
4. Is there any difference between segments of customers in terms of credit card usage?
5. Is there any relation between region & Segment? (Hint:  $t$ -test)
6. Is the relationship between card usage in the latest month and pre usage of campaign?