Role: Data Scientist (DS)

Case 1: Architect Targeted Marketing

1. Citrus wish to conduct targeted marketing on Citrus customers and offer them exclusive offers on different websites
2. What customers should citrus target, when should they be targeted and on what website should be provided offer travel, movie-booking, grocery, airlines
3. Data description: Citrus has transaction data for last 2 years capturing what customers are making what kind of payments on different website using Credit card/ debit-card/netbanking/wallet. Citrus also captures email and mobile of customers
4. Architect how what do go about designing this targeted marketing campaign keeping in mind problems mentioned in point (2)
5. Please describe what modeling techniques would you use, if required. What tools would be required? What other methods would you use to solve this problem

Constraint - We don't want spend money on every customers, but rather more money on those customers who are more likely to buy particular product