



Digital Marketing

CASE STUDY

for ABC Multistate bank

Customer Segmentation Analysis & Strategic Recommendations

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Overview

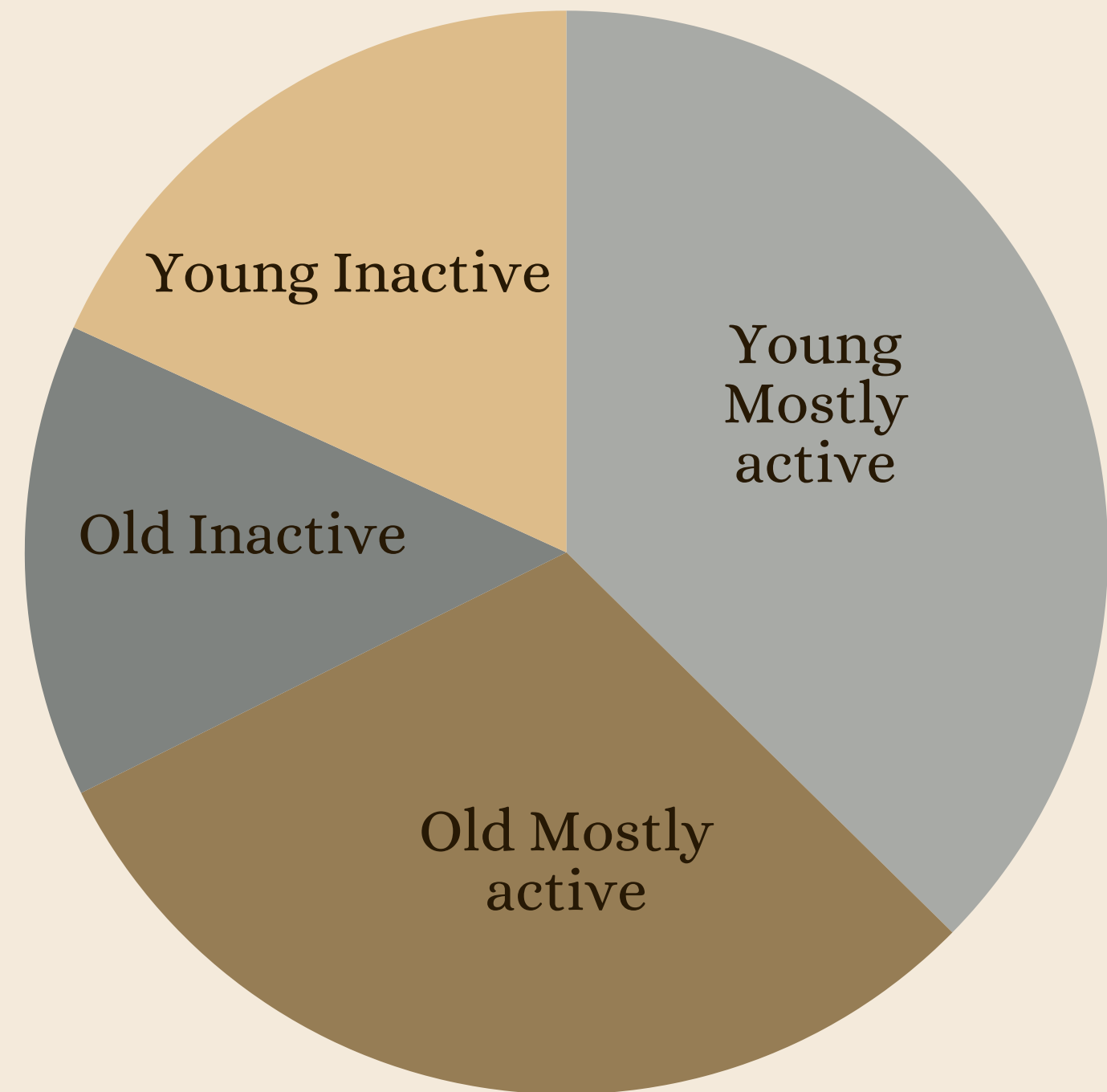
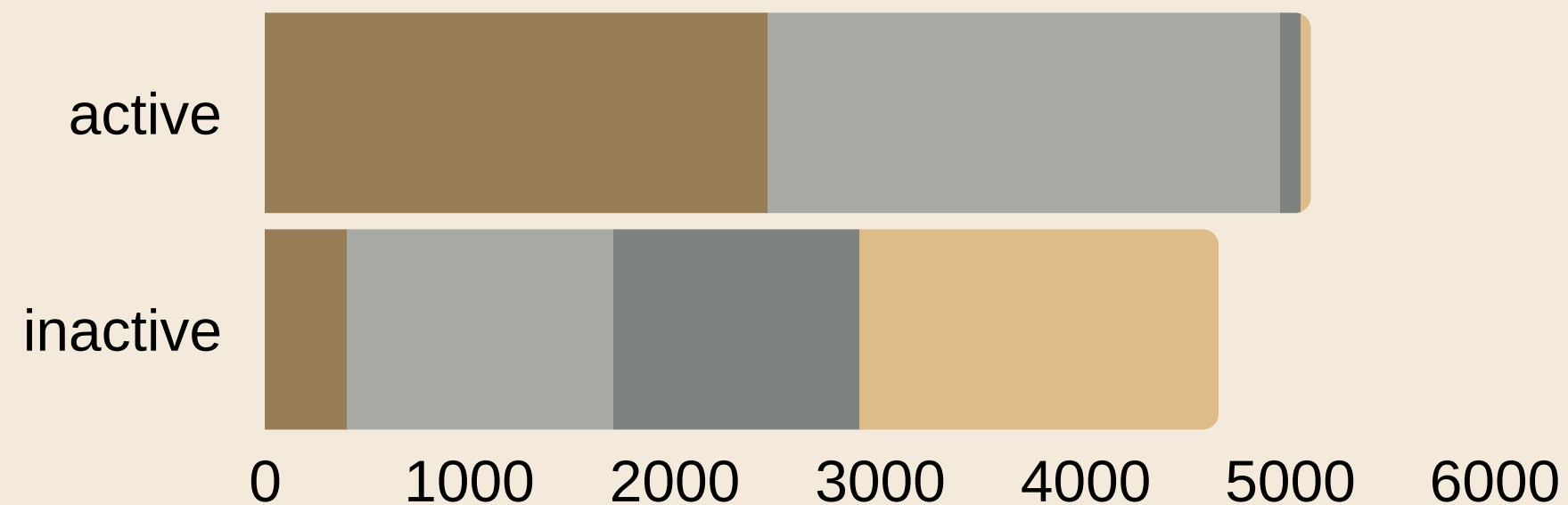
Understanding customer behavior is crucial for effective marketing and customer retention. This case study for ABC Multistate Bank uses unsupervised learning techniques to analyze and segment the customer base.

- Key Points:
 - Unsupervised Learning: Utilized clustering algorithms to identify natural groupings within the data.
 - Objectives:
 - Identify distinct customer segments.
 - Understand unique characteristics and behaviors.
 - Develop targeted marketing strategies.

By leveraging unsupervised learning, we provide a data-driven foundation for strategic decision-making, helping ABC Multistate Bank meet diverse customer needs and achieve sustainable growth.

Customer SEGMENTATION

- Old Mostly Active Members: Mean age 40
- Young Mostly Active Members: Mean age 35
- Old Inactive Members: Mean age 45
- Young Inactive Members: Mean age 35



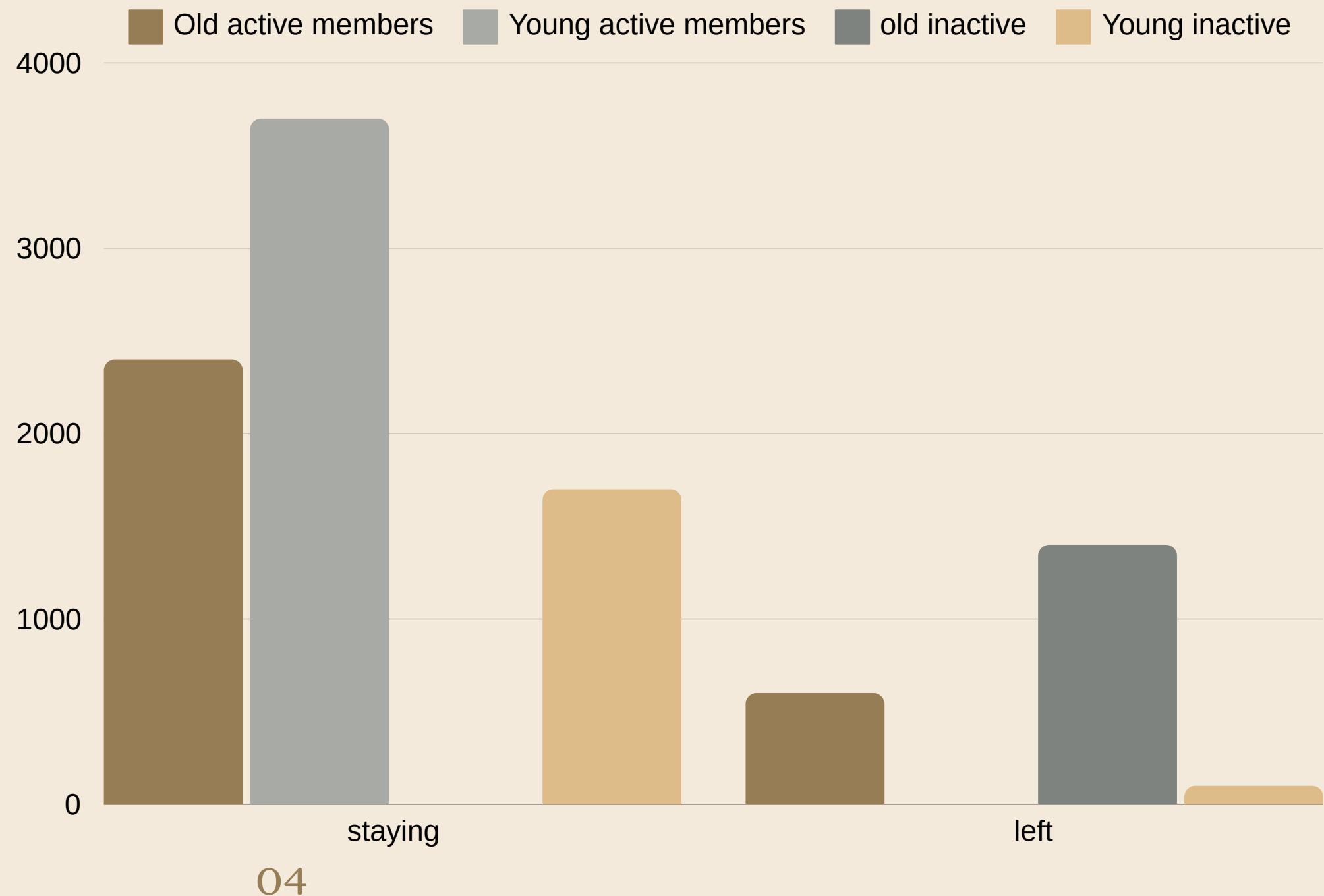
Key Insights In CHURN RATES

Insights:

- Complete churn of old inactive members: All have left the bank.
- partial churn of the old active members: some have also left.

Strategy:

- Implement loyalty programs.
- Use personalized communication.
- Improve service offerings.



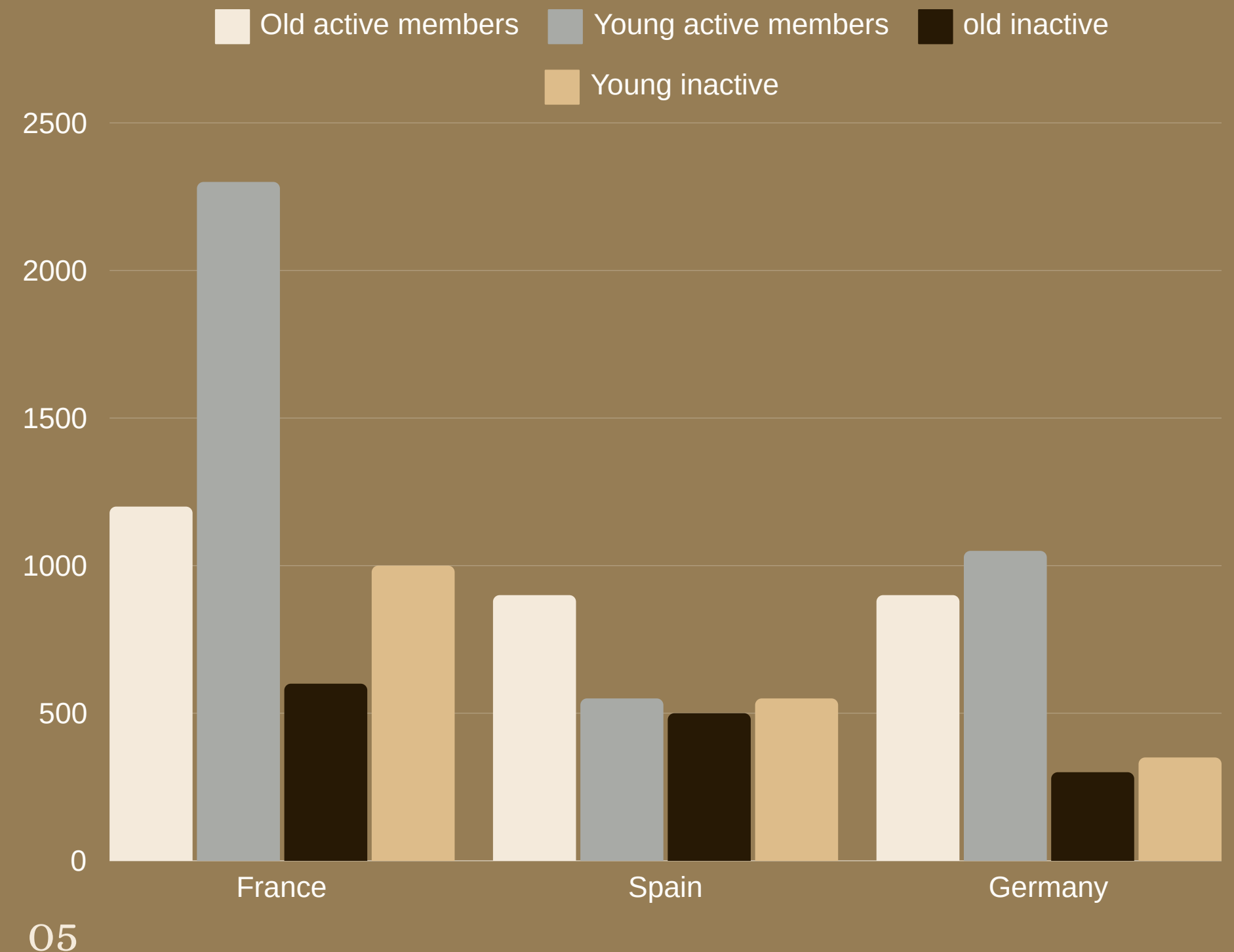
Key Insights In GEOGRAPHICAL ANALYSIS

Spain

- Equal ratio of active to inactive members for **all age groups**.
- Strategy: Identify and address inactivity causes through tailored campaigns.

France

- Insight: Equal split between active and inactive **older members**.
- Strategy: Understand and address challenges faced by older customers



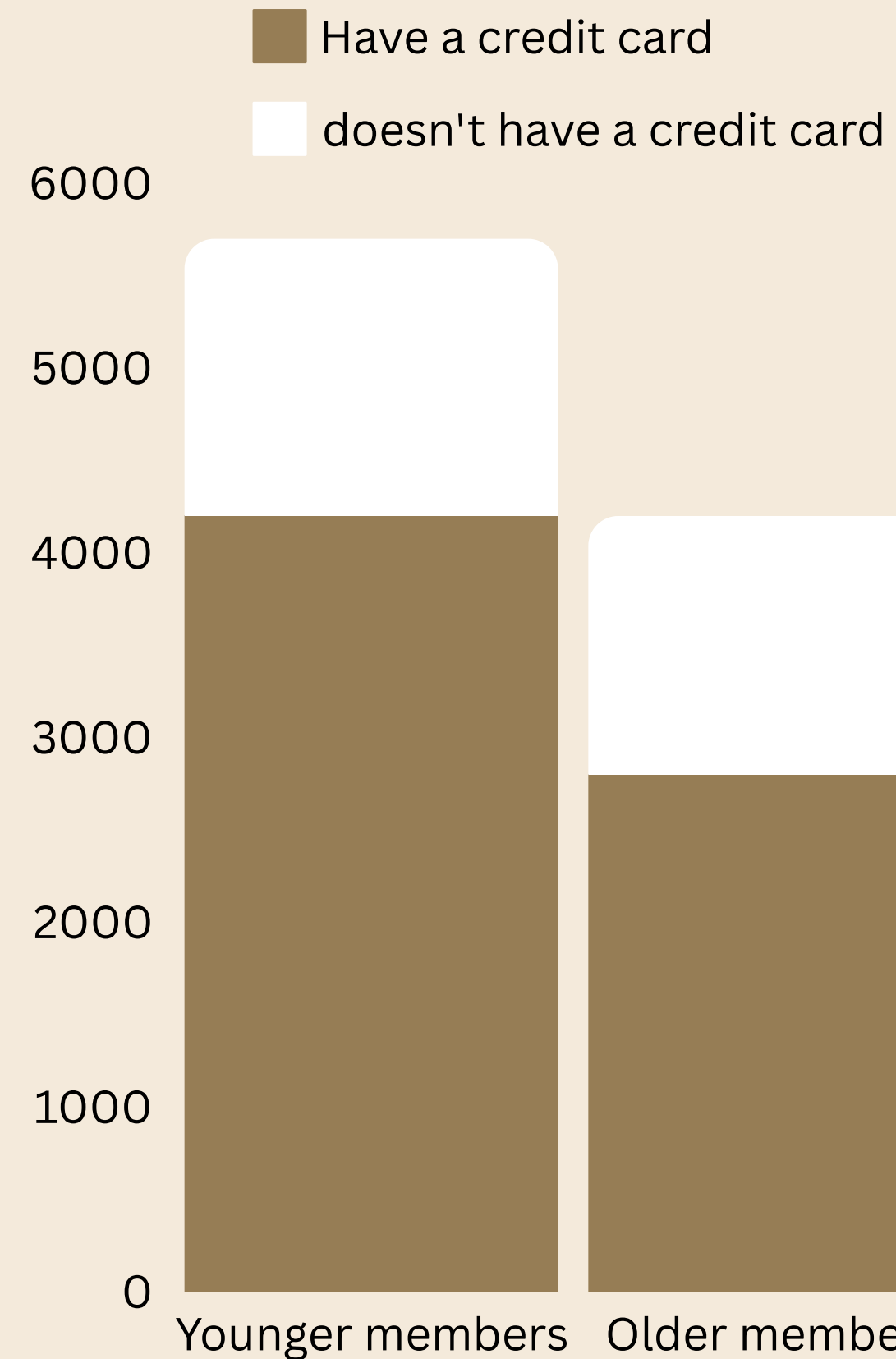
CREDIT CARD

Ownership Ratio:

- Older generation: 2:1 (having vs. not having).
- Younger generation: 3:1.

Strategy:

- Enhance appeal of credit cards through tailored features and benefits.
- Offer financial education programs.



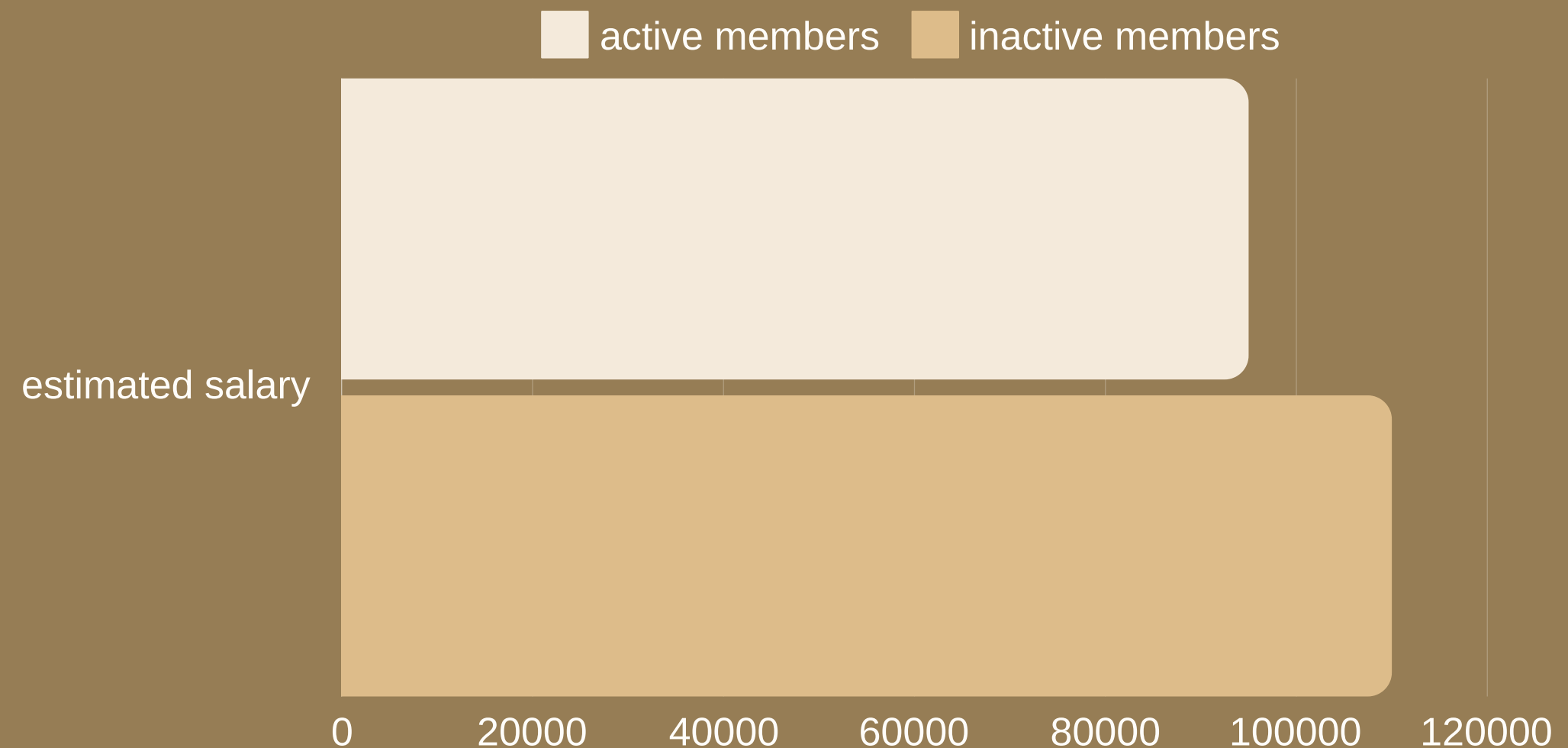
Key Insights In INCOME LEVELS

Insight:

- Inactive members have higher estimated salaries on average

Strategy:

- Improve user experience.
- Offer premium services.
- Provide personalized financial advice.

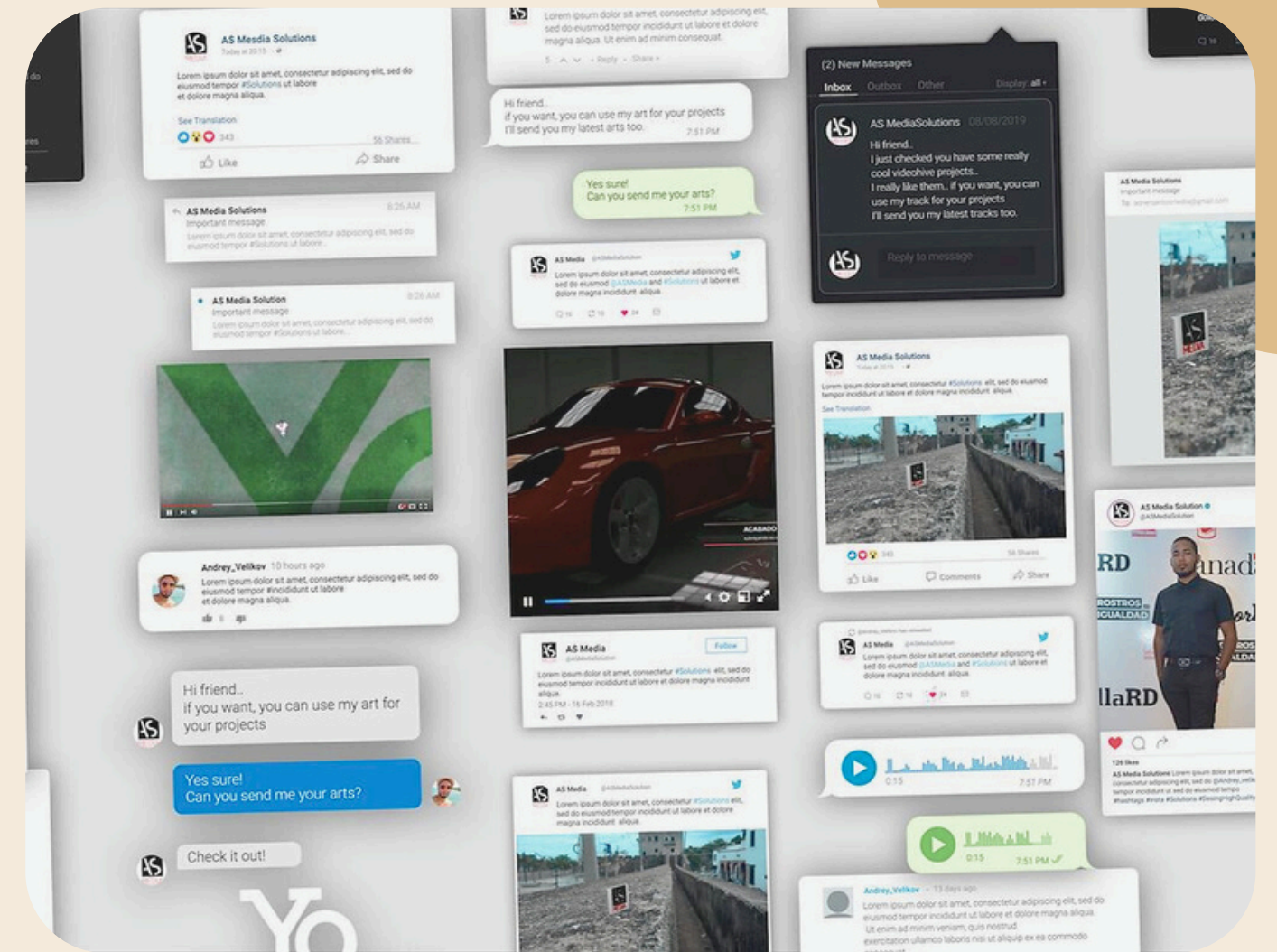


Recommendations: Strategy Summary

- Retention Strategies for Older Members:
 - Loyalty programs.
 - Personalized communication.
- Geographically Tailored Strategies:
 - Investigate inactivity causes in Spain.
 - Address challenges faced by older customers in France.
- Product and Service Enhancement:
 - Tailored credit card features for older generation.
 - Financial education programs.
- Engagement of High-Income Inactive Members:
 - Qualitative research.
 - Premium services and exclusive offers.

Social Media Marketing Campaigns

- Awareness Campaigns for Credit Card Benefits: Informative Video Series.
- Personalized Content for High-Income Customers: Exclusive Webinars and Live Q&A Sessions.
- Geographically Tailored Campaigns: Regional Influencer Collaborations.



Email Targeting Campaigns

- Reactivation Campaign for Inactive Members: Personalized Reactivation Emails.
- Retention Campaign for Older Active Members: Loyalty Program Invitations.
- Educational Campaign for Credit Card Benefits: Educational Email Series.
- Special Offers for High-Income Members: Exclusive Offers and Invitations.



Conclusion

Summary of Key Insights

- Identified distinct customer segments.
- Noted churn trends and geographical challenges.
- Analyzed credit card ownership and income levels.

Expected Outcomes

- Improved engagement and retention.
- Sustainable business growth.

Next Steps

- Implement loyalty programs and personalized communication.
- Launch tailored geographical campaigns.
- Enhance credit card features and financial education.
- Engage high-income inactive members with premium services.