

Add a subheading <https://ubpxcellerator.apptitude.xyz/course/data-science-development-program-10946> DATA SCIENCE CHALLENGE

REMINDERS: 1. Send your final deck/ppt to xcellerator@unionbankph.com on or before May 23, 5PM. 2. Please use your FIRST NAME AND LAST NAME when entering the call. Panel

Assessment Schedule: 2:45-3:05

MAY 24, 2023

Group 2

UNIONBANK

DATA SCIENCE CHALLENGE

ANTONIO RAFAEL BUSENIO

JOHN DUCIL

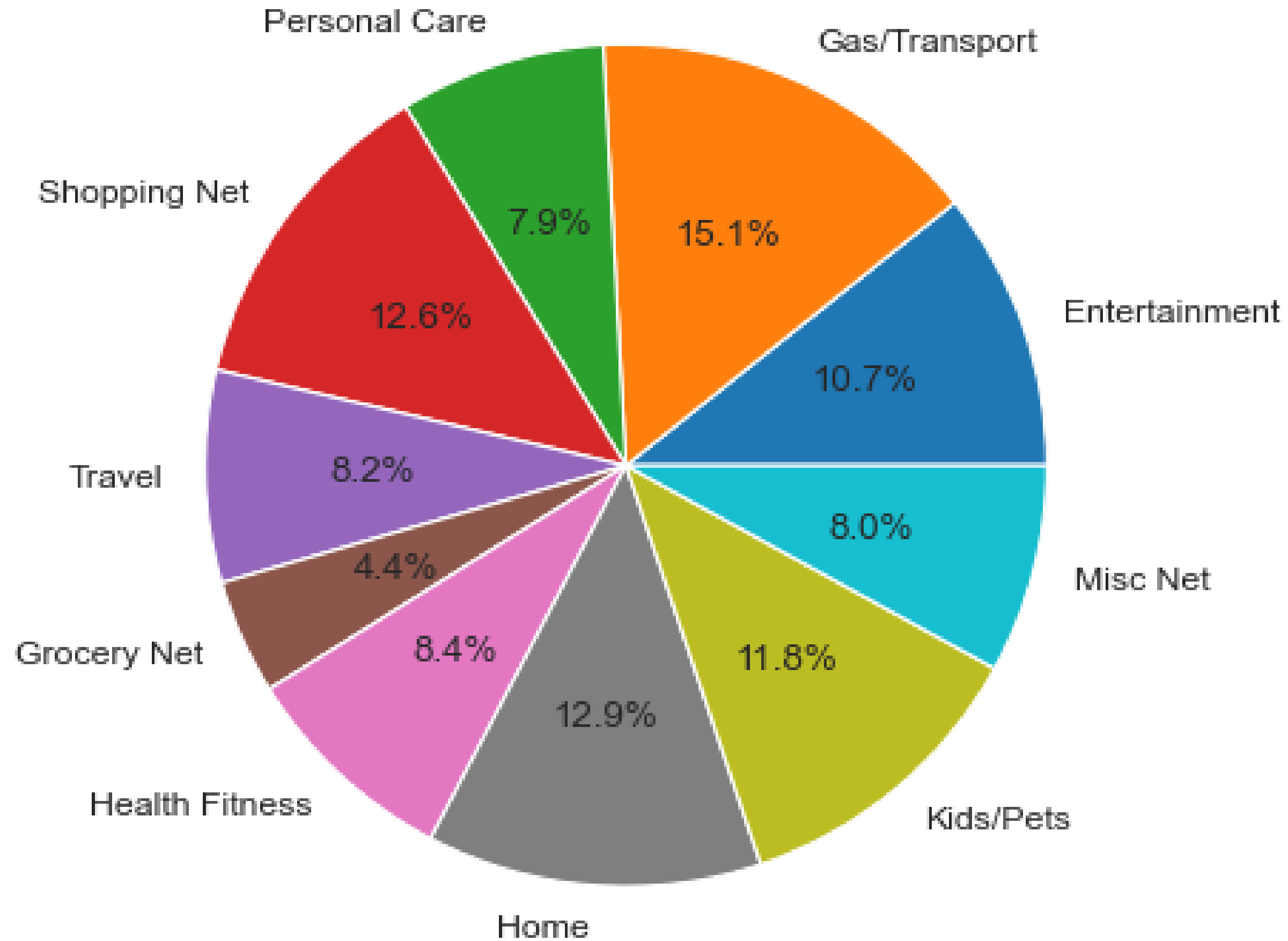
EARL LANZ TAN

DATA SCIENCE CHALLENGE

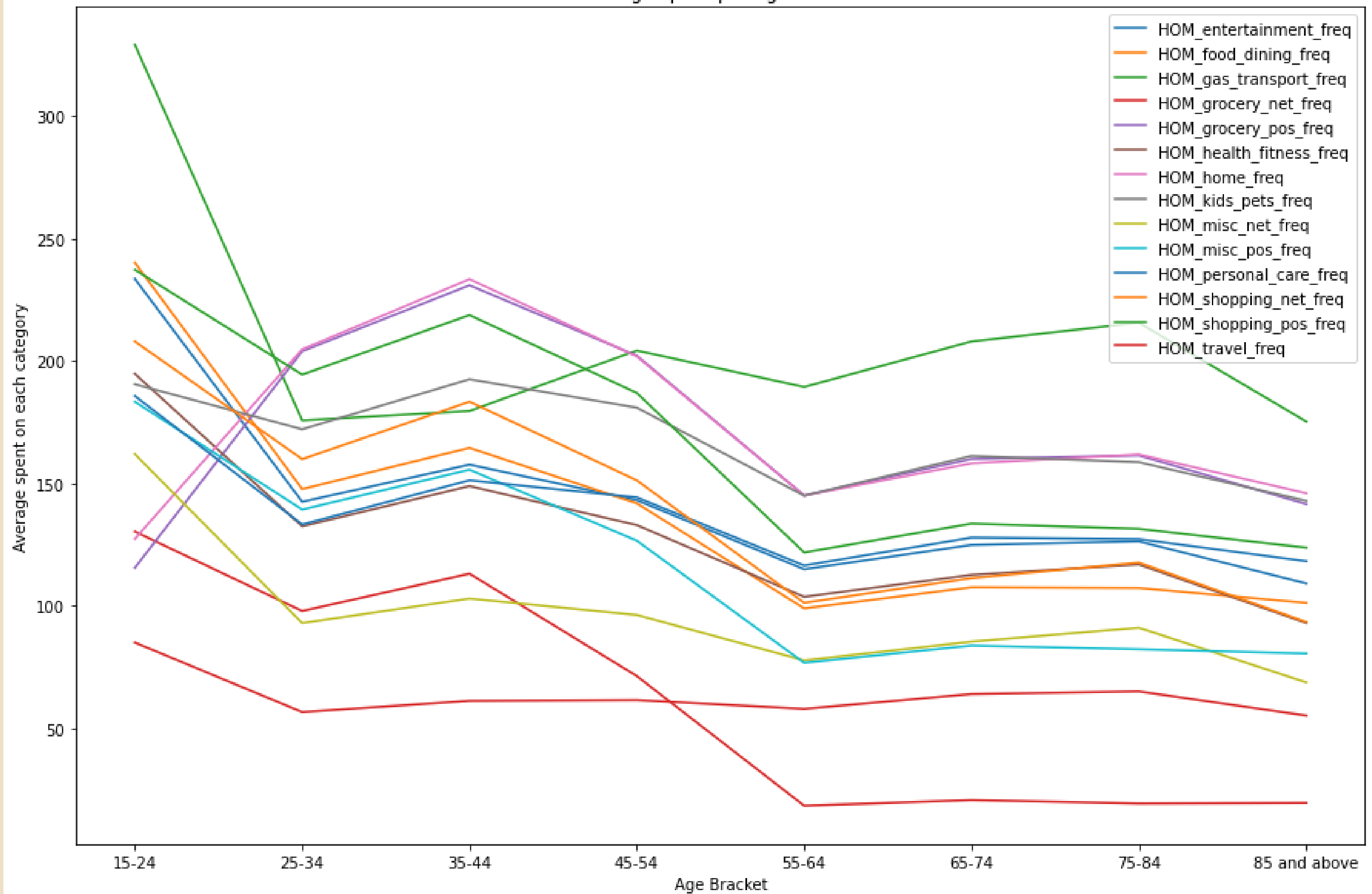
How can we personalize our marketing strategies given a record of customer spending?

How do we predict the future spending trend of customers?

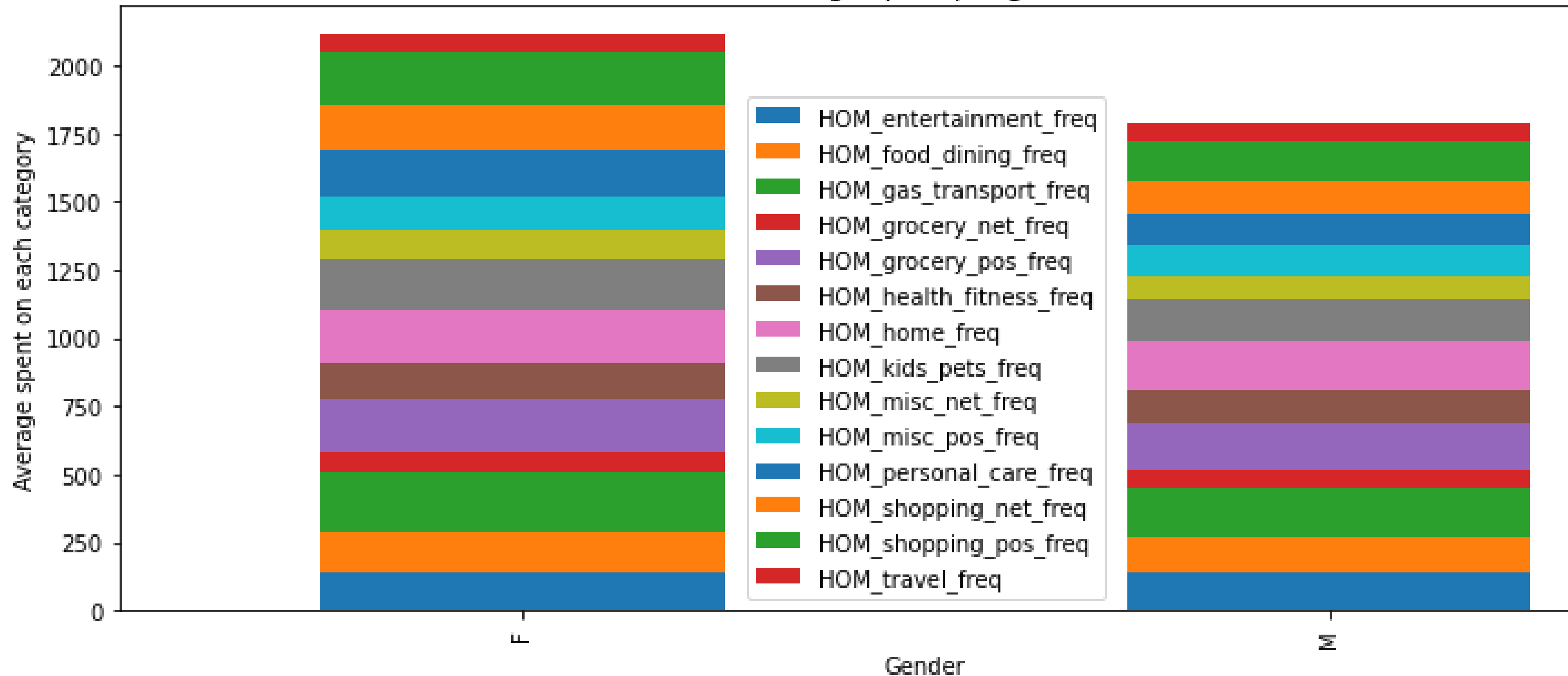
Percentage Distribution of Spending of Customers in Total



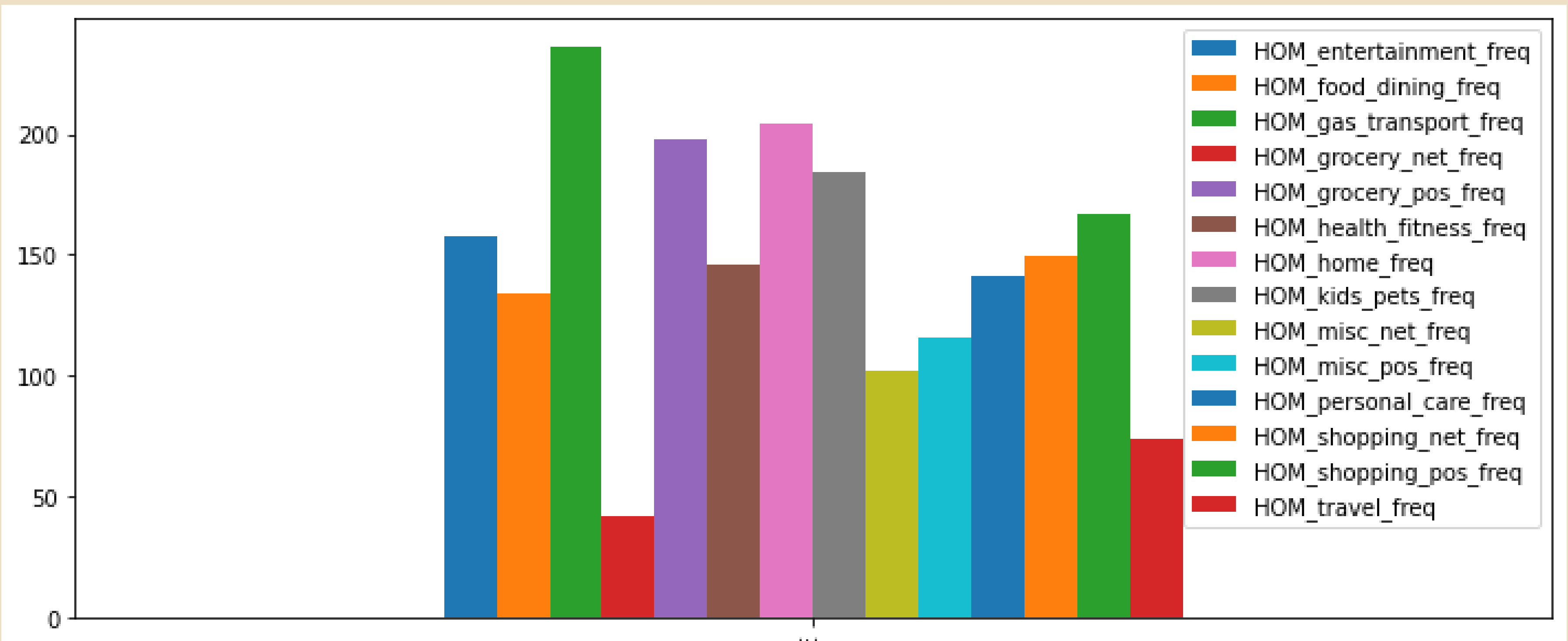
Average spent per age bracket



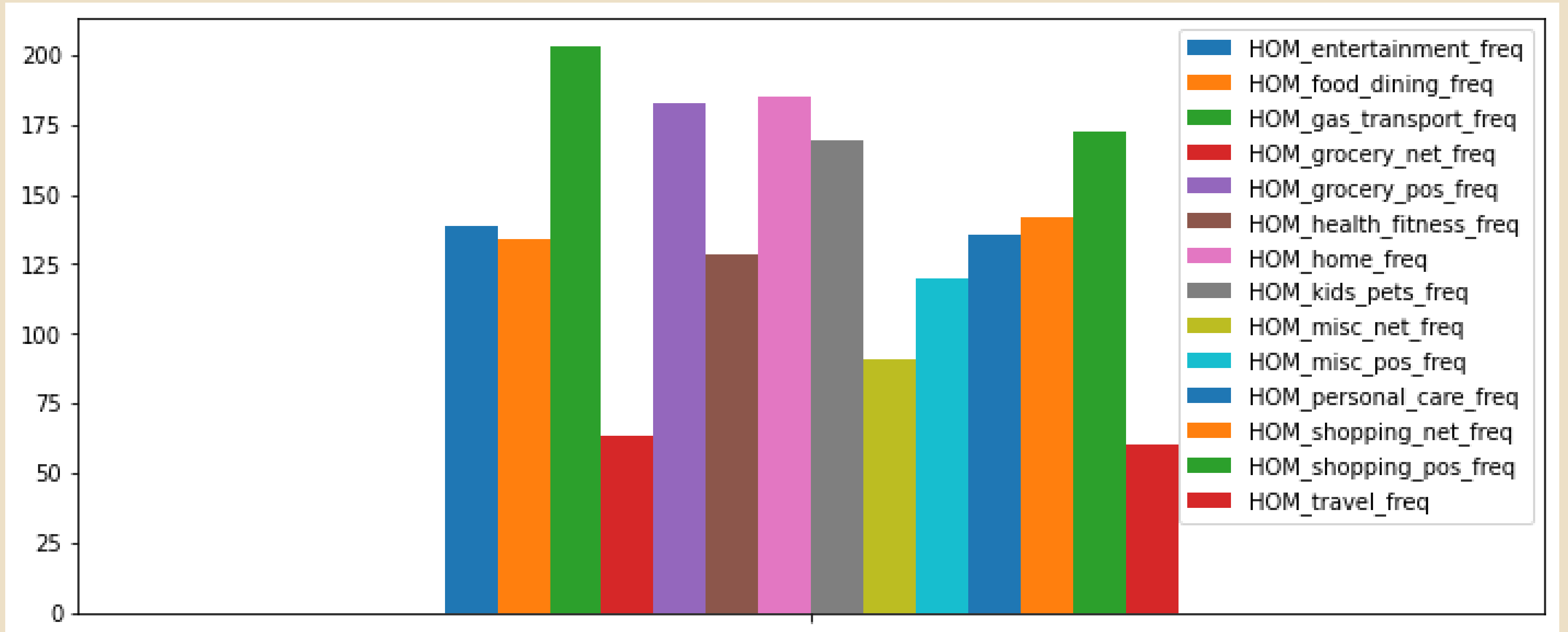
Average spent per gender



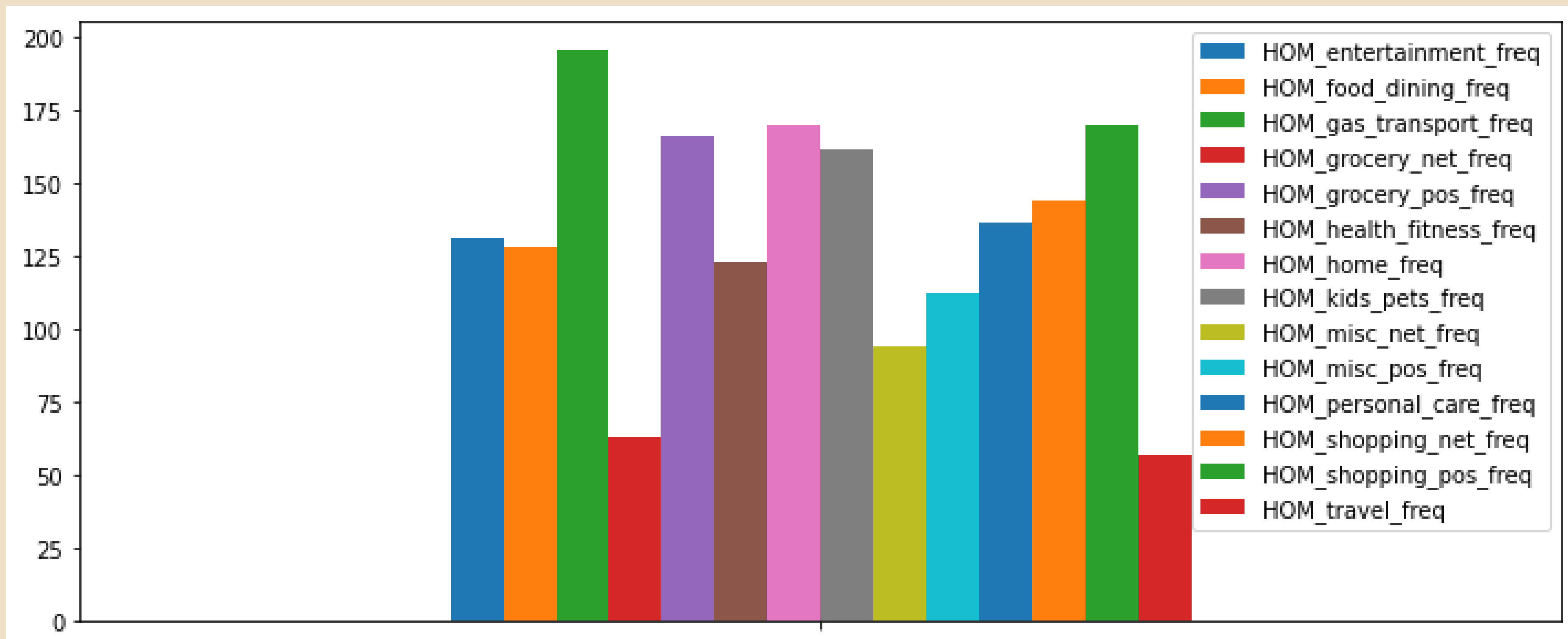
Engineering and Architecture



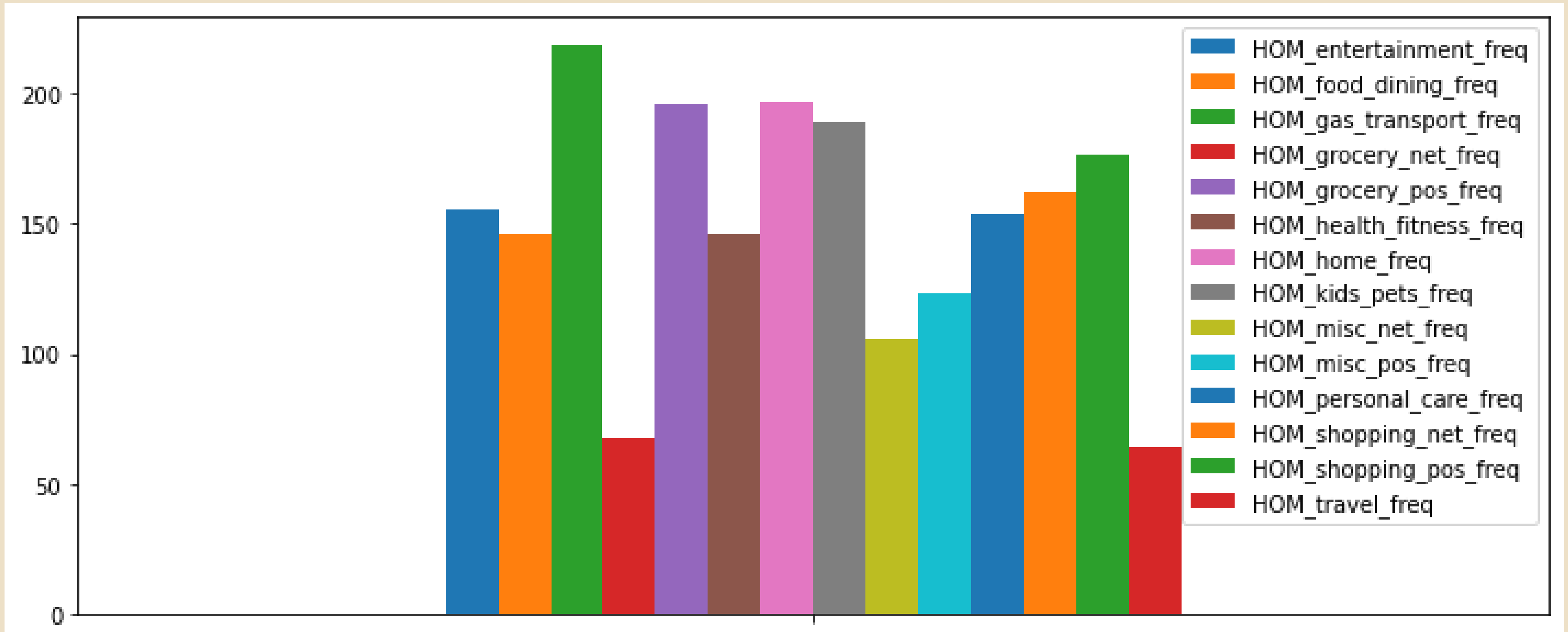
SALES



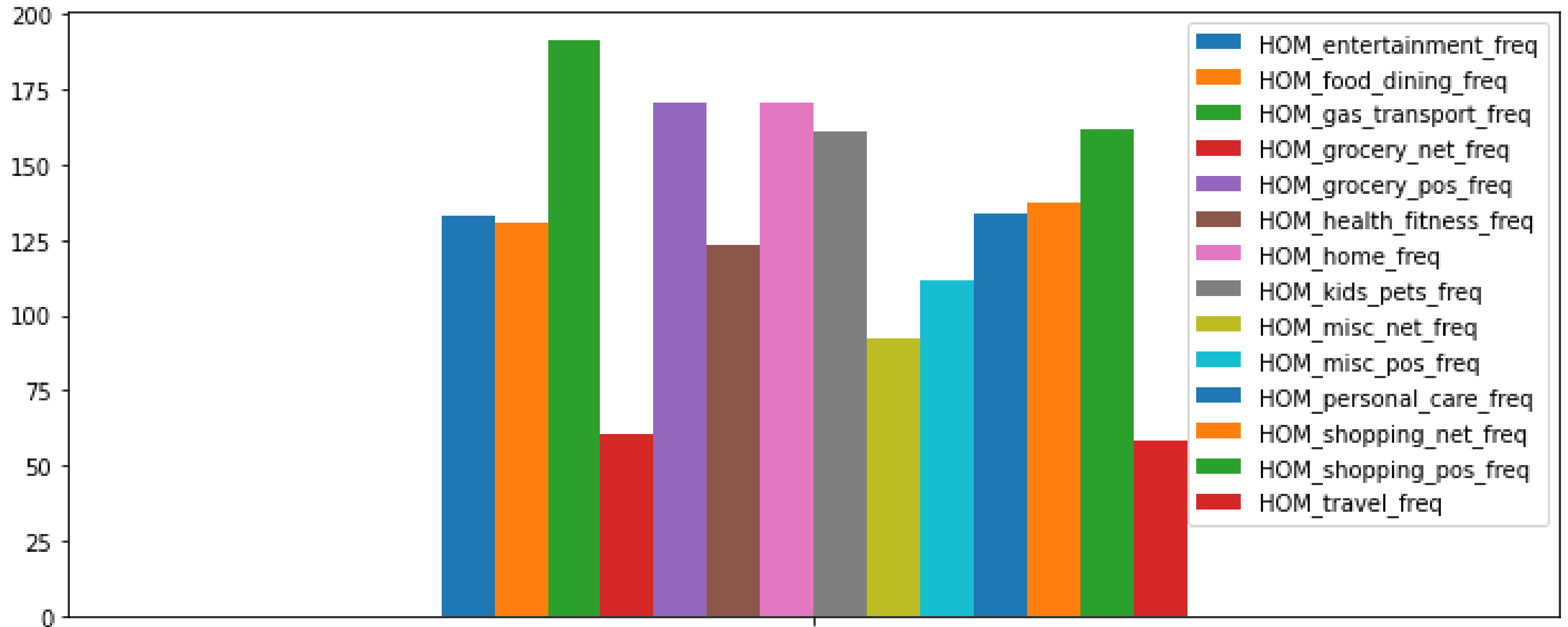
EDUCATION



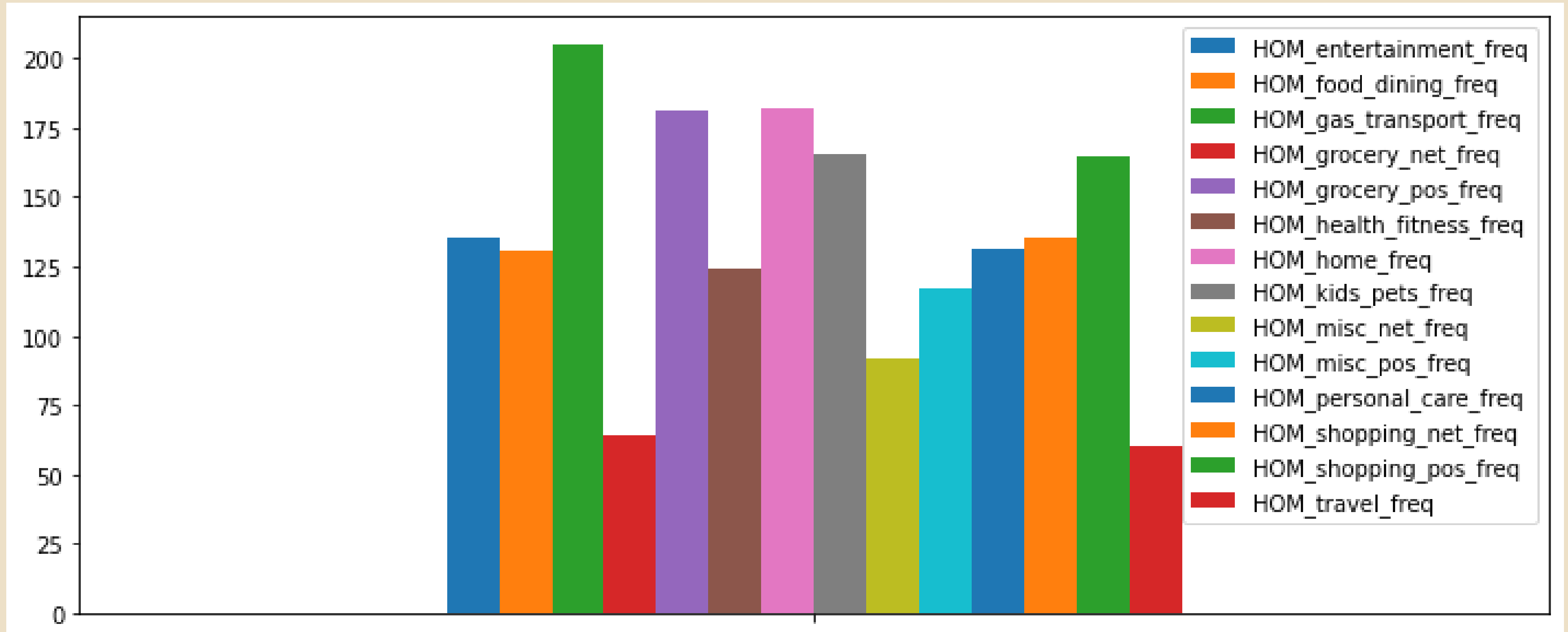
COMPUTING



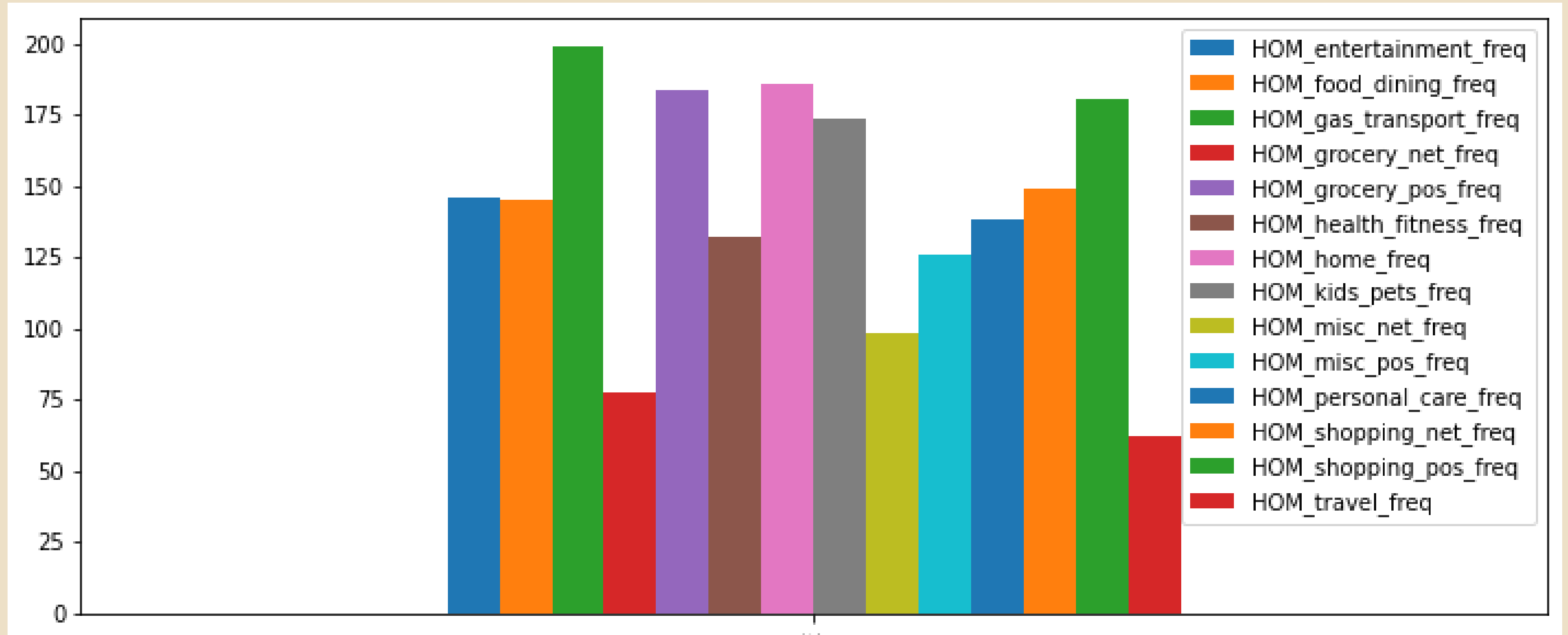
BUSINESS AND MANAGEMENT



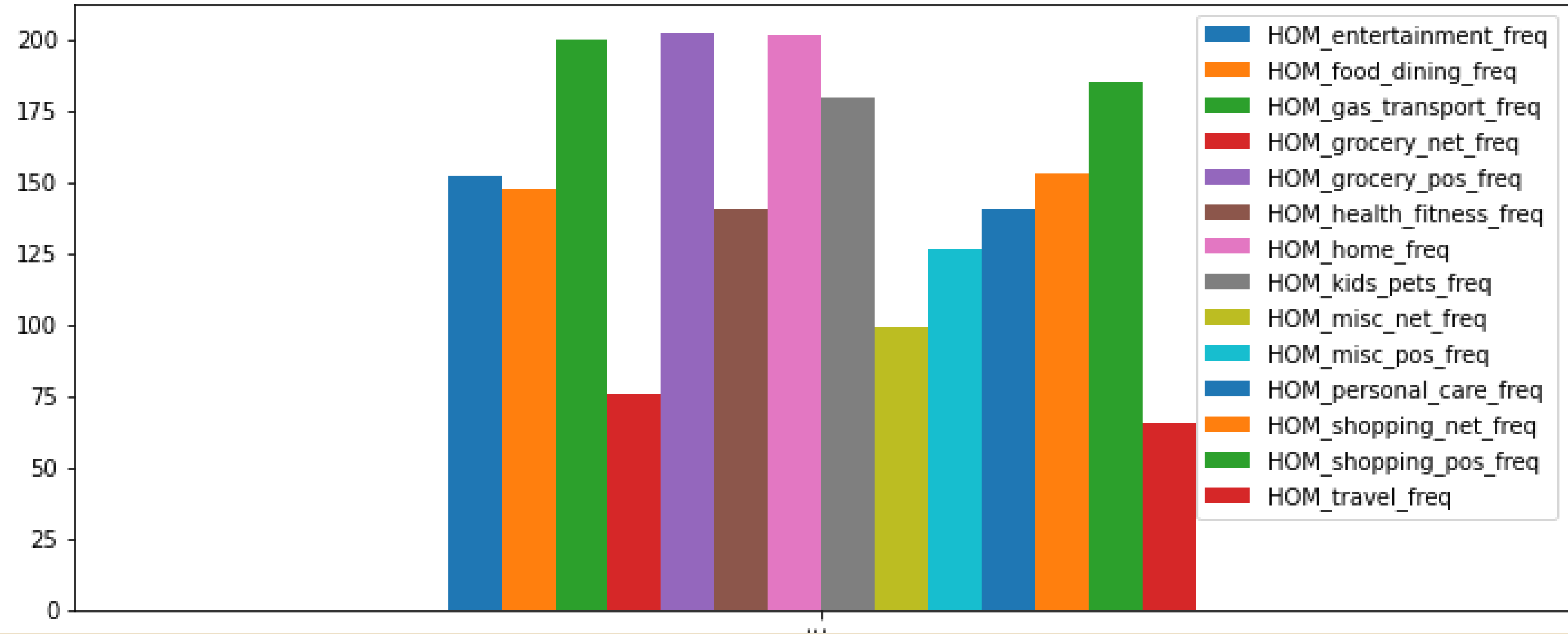
SCIENCE



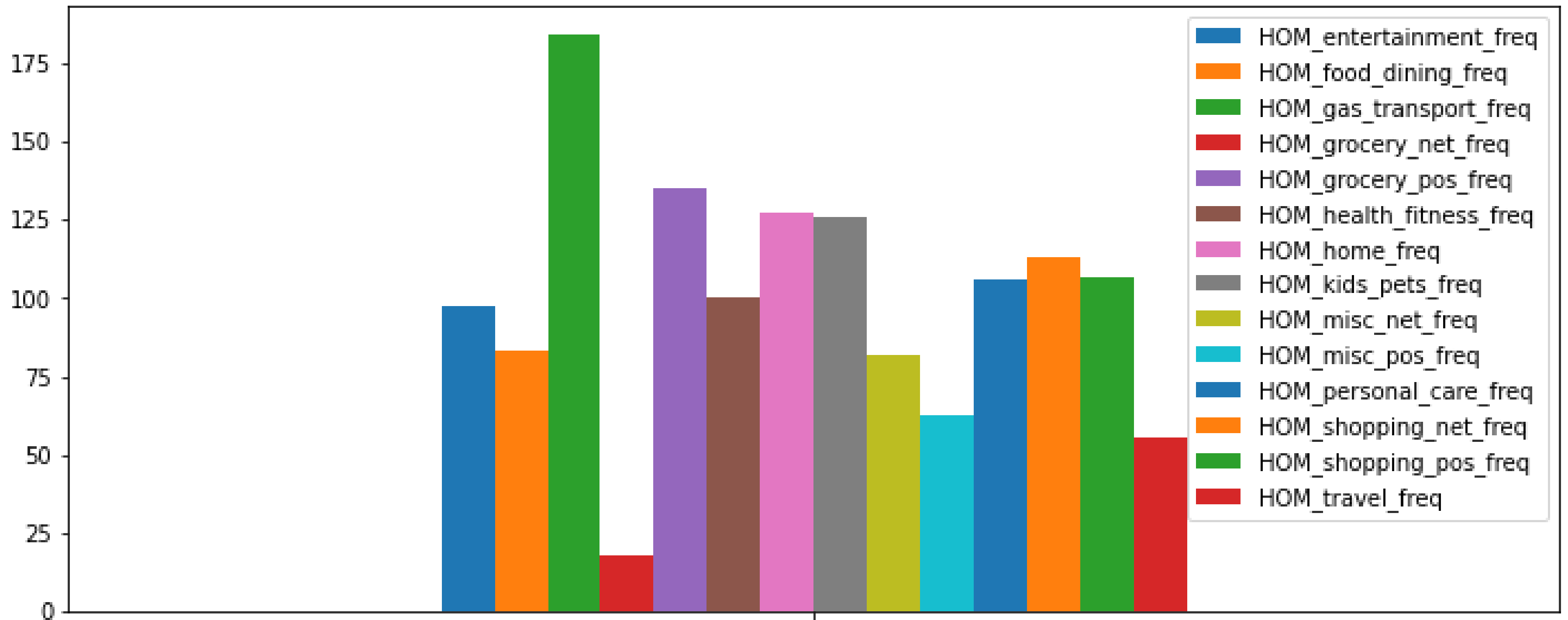
MEDICINE



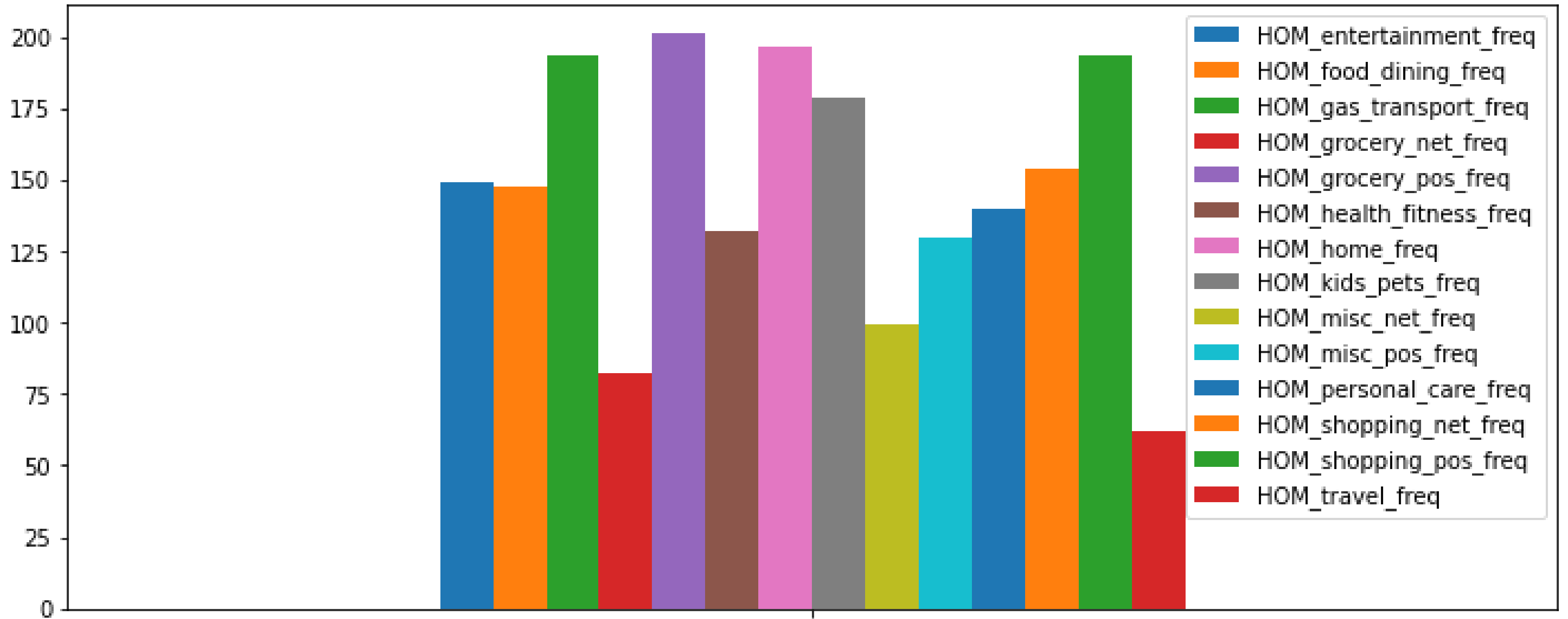
ART AND LITERATURE



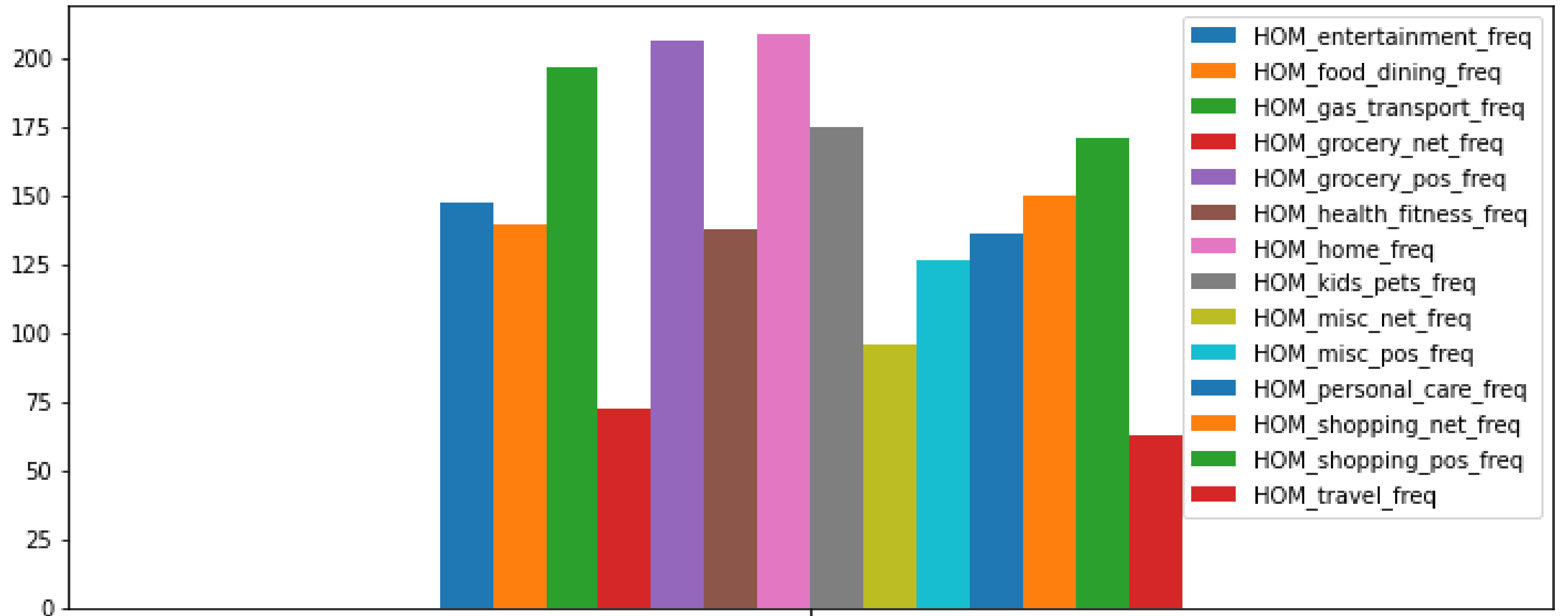
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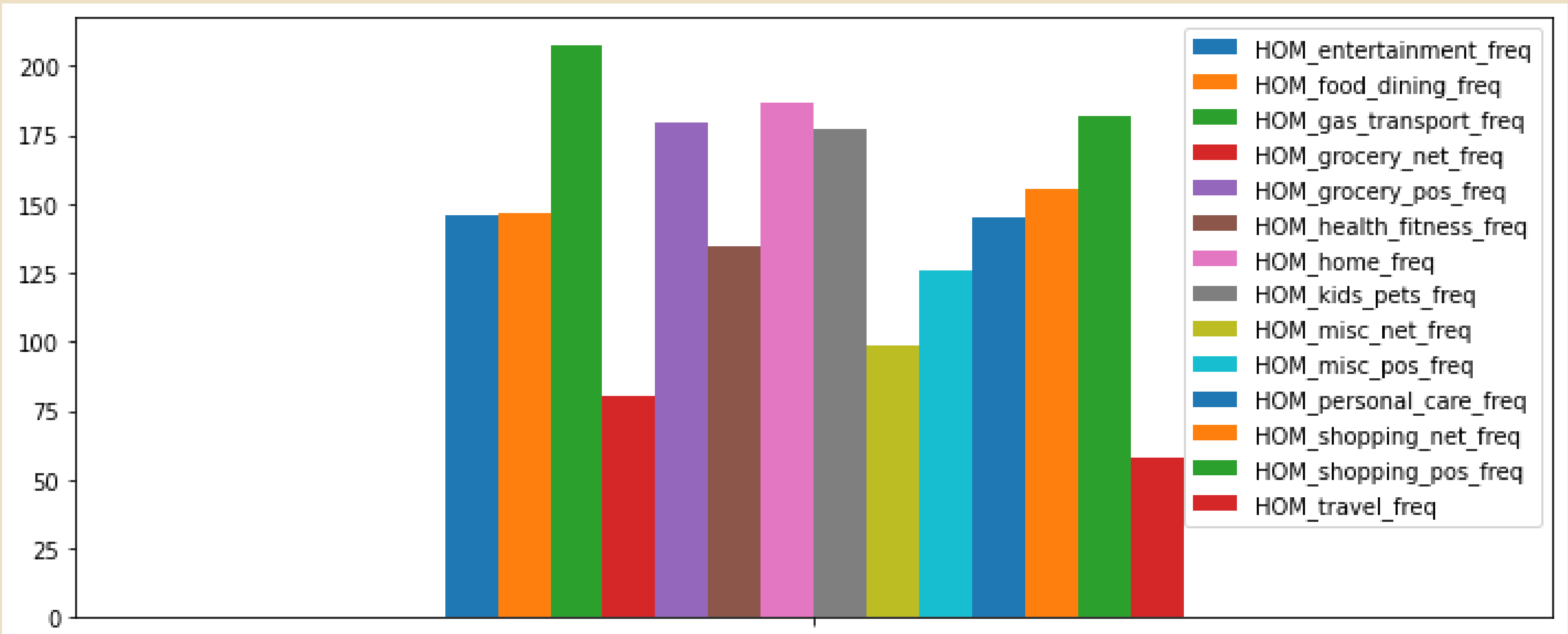
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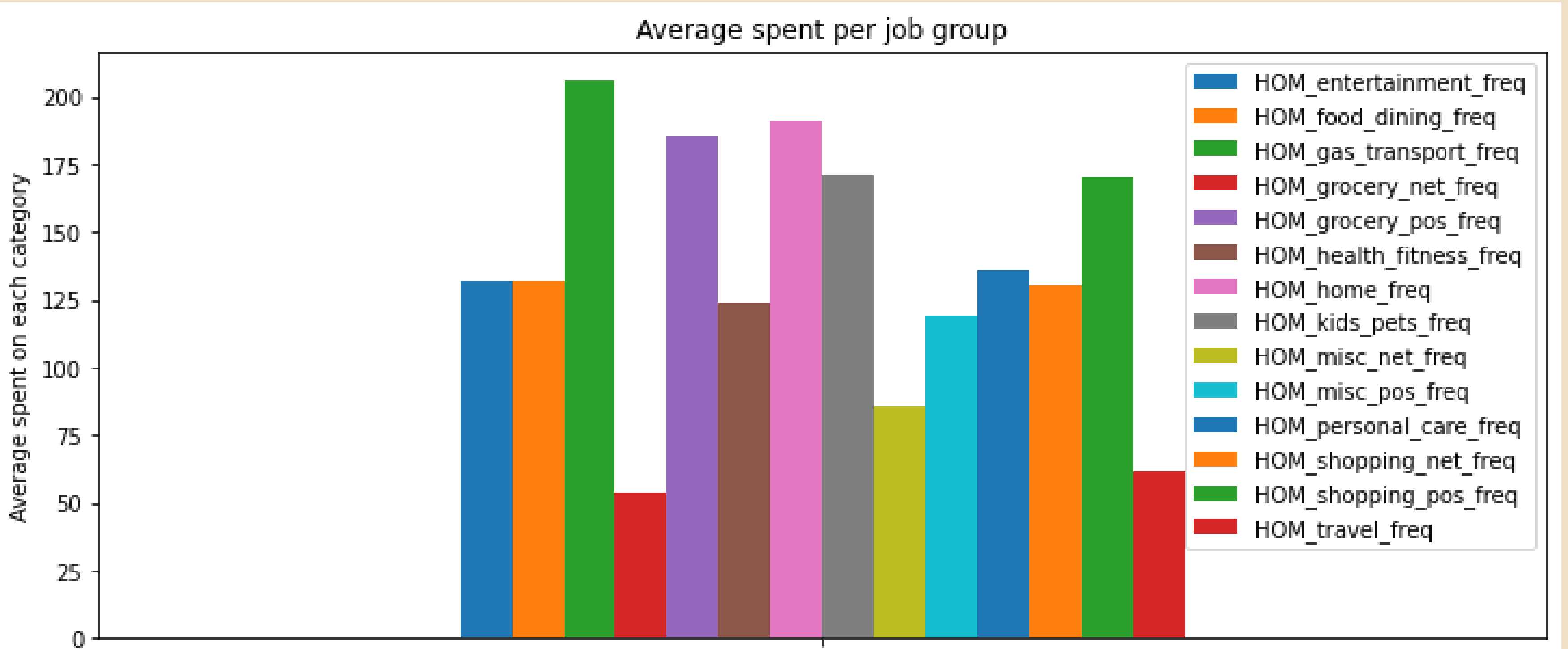
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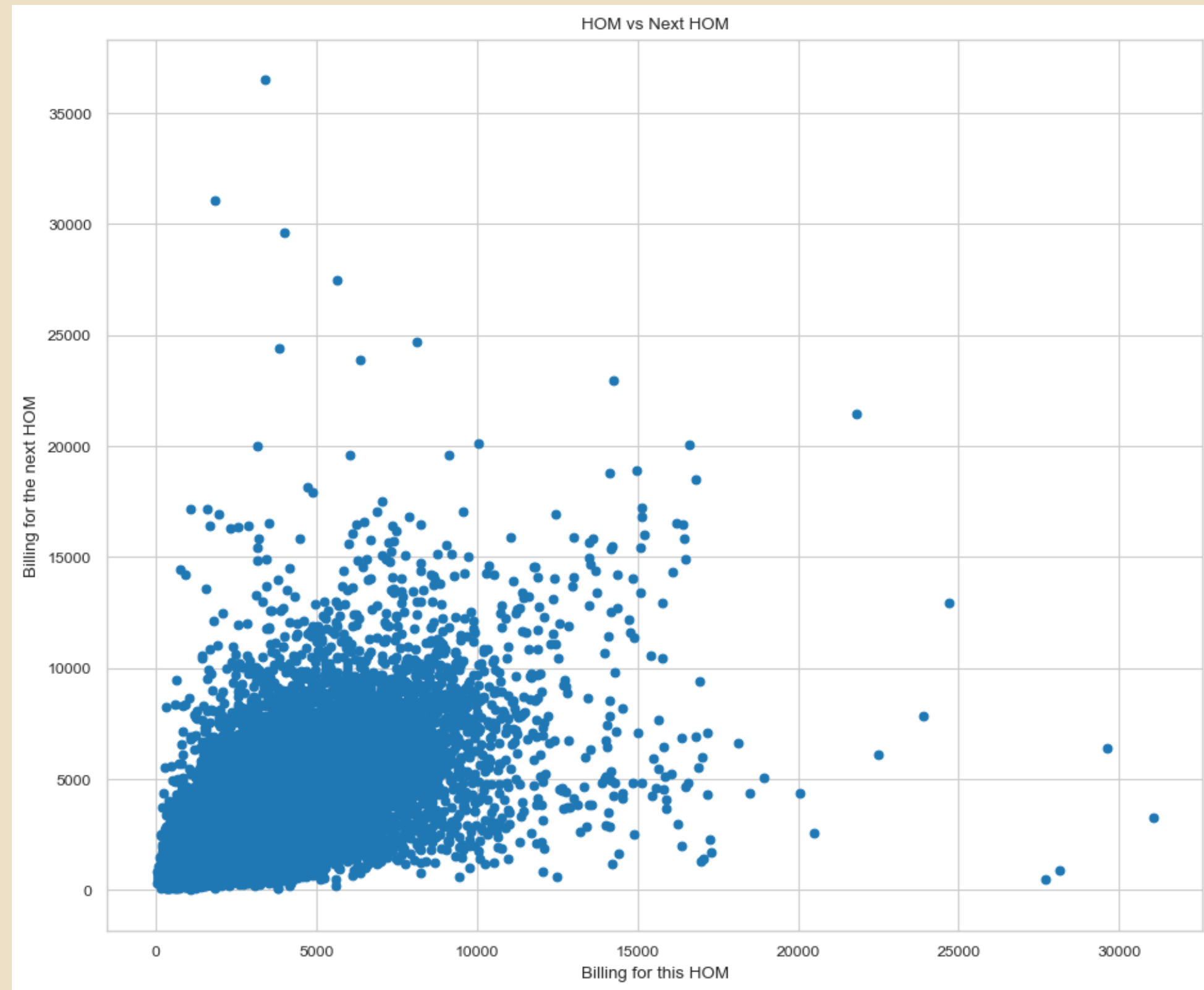
CONSTRUCTION



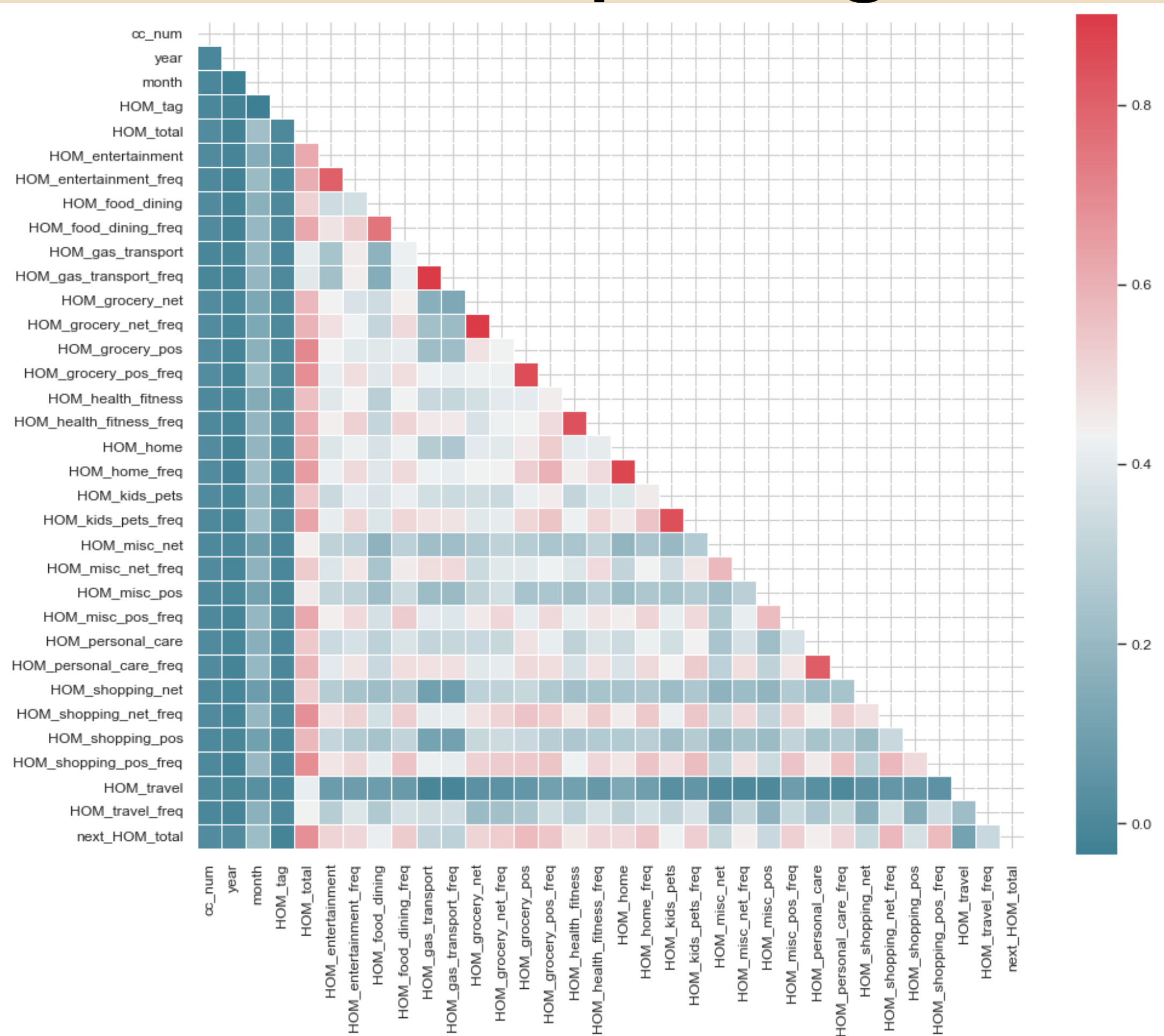
MEDIA



Scatter Plot for the HOM and next HOM



Correlation between Spending and Frequency



CONCLUSION

Personalize by tracking their purchase frequency on specific categories. IE Customer X purchases a lot of Home Supplies, a targeted ad about Home Supplies can lead into customer buying.

We can predict customer future spending of customers by applying the same idea as the personalized marketing strategy, while also taking into account their age and next HOM billing statements.