DATA ANALYTICS

QUESTION

Capland is a developed country with a population of 10 million people. Its anti-discrimination laws are similar to Australia's. In 2015 the Capland government introduced a central do-not-call register, which citizens can join via a government web page, which then prevents businesses from conducting direct phone marketing campaigns to those individuals. Within the first year of its establishment, a significant proportion of the population had joined this do not call register.

It is Friday 17th March 2017 and you have just arrived at work. You are a data scientist in the direct marketing team for Capland Bank, one of the 4 large retail banks operating in Capland. The atmosphere at work has become increasingly stressful as the do-not-call register has impacted the size and frequency of the direct marketing campaigns that the Capland Bank can do profitably.

Your boss pulls you into a meeting as soon as you arrive. It is with Peter Lien, the marketing specialist for personal loans. Peter has just finished compiling the results from a test direct phone marketing campaign and now he wants to run a larger campaign to other eligible customers. But before he can do that, management have insisted that Peter gets you involved, because they are not convinced that this marketing campaign is worth the effort. Peter has never used predictive data analytics in marketing, and this is all new to him. Management want the optimal profitability for this planned marketing campaign. Peter needs your input by the end of next week, and he's also asked if you can find any insights that can help him fine-tune the marketing message and which show the sustainability of further direct marketing campaigns for personal loans i.e. is there any evidence that these marketing campaigns will continue to be profitable over the next few years. If you can't find a way to make this campaign work, then Peter may lose his job.

Peter has provided you with the results from the test marketing campaign, which involved 10,000 customers. He has also provided you with a list of over 30,000 customers who are eligible for the larger scale direct marketing campaign.

Attachments:

Campaign_data.xlsx

END OF QUESTION

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