

Title: **Data Valorization for Fintech**

Description: **Gimme5 is the first Italian digital piggy-bank**, a startup project developed by AcomeA SGR, an Italian Asset Management company. The educational Lab will be focused on Data Analytics and customer behavioral modeling in order to analyze all the different ways of saving of Gimme5 customers. Gimme5 is a digital platform and part of the new Fintech industry so, on one side it will mandatory to exploit all transactional and financial data of the customers (as subscriptions, refunds, profit&loss), but on the other side also all the data about usage, on-boarding, engagement and gamification. It'll be particularly stressed the exploitation of data for business needs, showing how they can be a game changer and they can help to modify clients' behavior. Eventually it'll be showed how data can improve or completely reshape entire business models, exploiting data valorization.

Calendar (tentative)

- Friday 5th May 17:00 – 20:00
- Thursday 9th May 17:00 – 20:00
- Friday 12th May 14:00 – 17:00
- Thursday 16th May 17:00 – 20:00

Main Contents:

- The Fintech Industry and Gimme5
- AM industry evolution (Innovation)
- Customer Behavioral Modeling and Analysis
- Data Valorization
- One or more focus on:
  - On-boarding
  - Engagement
  - Gamification
  - Transactional data

Preferred Skills:

- Particularly some programming skills
- Python
- SQL
- Soft DB knowledge
- Interest in Financial and AM business
- Interest in Innovation and Digital Products
- UX and Digital new Services

LAB Programme (tentative):

- 1st day (4 hours)
  - Fintech
    1. Industry
    2. Impact and changes
  - Gimme5
    1. Product
    2. Strategy
    3. Data – deep description of the DB structure
- 2nd day (4 hours)
  - Analysis on the subscription process
    1. Conversion rates
    2. Value of a Lead
  - Digital Marketing and its algorithms
- 3rd day (4 hours)
  - A Goals based App
    1. Analysis on targets set by clients
- 4th day (4 hours)
  - Exercises on subscription process
  - Exercises on targets and goals