

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.

Duration: 20 hours (5 slots of 4 hours)

Calendar (tentative)

- Thursday 8th October 8:30 – 12:30
- Thursday 22nd October 8:30 – 12:30
- Thursday 5th November 8:30 – 12:30
- Thursday 19th November 8:30 – 12:30
- Thursday 3rd December 8:30 – 12:30

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

Eligible Students: Max 15 total students

- Max 14 from DSE
- Max 1 from MEF

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

E-mail for sending Applications: dse@unimi.it

Application Deadline: 24th September

(Nice to Know: we're looking for new Internship candidates from January 2021)

LAB Programme (tentative):

- 1st day (4 hours)
 - 0. Fintech
 - 1. Industry
 - 2. Impact and changes
 - 1. Gimme5
 - 1. Product
 - 2. Strategy
 - 3. Data – deep description of the DB structure

- 2nd day (4 hours)
 - 0. Analysis on the subscription process
 - 1. Conversion rates
 - 2. Value of a Lead
 - 1. Digital Marketing and its algorithms

- 3rd day (4 hours)
 - 0. Exercises on subscription process

- 4th day (4 hours)
 - 0. A Goals based App
 - 1. Analysis on targets set by clients

- 5th day (4 hours)
 - 0. Exercises on targets and goals