

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 (3 slots of 4 hours online-lesson + 1 slot of 8 hours home-work)

Calendar (tentative):

- Friday 26<sup>th</sup> November 8:30 – 12:30 (effectively from 9:00 to 12:00)
- Friday 3<sup>rd</sup> December 8:30 – 12:30 (effectively from 9:00 to 12:00)
- Friday 17<sup>th</sup> December 8:30 – 12:30 (effectively from 9:00 to 12:00)
- Hackathon (8 hours home-work)

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
- Hackathon (8 hours home-work)