



latentview

Actionable Insights • Accurate Decisions

Social Media Analysis to Understand Youth Segment Banking Needs

Client

One of the Top 5
Largest Banks in
the US



The Problem

In an industry trying to attract the young population, this company had a very low youth segment penetration.

The Before State

The existing products were unable to capture the attention of the youth segment (35% of population) which had an earning potential of \$3.5 trillion.

The After State

- Youth segment had weak association across products, with the credit card product line having high entry barriers
- Checking, savings & investment products lines are under served and hence present an opportunity

The LatentView Solution

Based on unbiased conversations sourced from social media, LatentView's Natural Language Processing (NLP) platform helped create a product association map for the youth segment.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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