

# **ONLINE ASSET MANAGEMENT SERVICE ANALYTICS**

## **Capstone Public Project Summary**

By  
Máté Schieszler

Submitted to Central European University - Private University  
Economics and Business Department

*In partial fulfilment of the requirements for the degree of  
Master of Science in Business Analytics*

Supervisor: Professor Zoltán Tóth

Vienna, Austria  
2024

## Introduction

The project focuses on an independent Asset Management company based in Hungary, primarily investing in Central and Eastern European markets with a value-based philosophy. The company offers three services. Online Investment Funds (*Hungarian: Online Befektetési Alapok*), Online Asset Management (*Hungarian: Online Vagyonkezelés*), Private Asset Management (*Hungarian: Privát Vagyonkezelés*) aimed at three different customer segments. The project's objectives were twofold: to establish a reporting system integrating data from the new OVK service into the existing system, and to provide analytics and insights to support business decisions regarding the fine-tuning and marketing of the OVK service.

## Problem Definition

The OVK is a completely new frontier for The Company aimed at different audiences from The Company's usual clients. Understanding patterns of behaviour in the new client base is crucial for the development of a viable business model. The project aims to uncover patterns in cash flow, segment the client base, and examine potential profitability issues within certain client groups. Additionally, reporting and analysis methods established during the project will stand as a specification for development of a future reporting system.

## Data Sources

The project uses data from multiple sources:

1. **Client Data** - Information stored in multiple datasets due to technical reasons.
2. **Portfolio Data** - Easily accessible data on portfolios managed by the parent company, with some limitations regarding the subsidiary's data.

3. **Transaction Data** - Data on seven types of transactions relevant to the project, including account activities and investment transactions.

## Executive Report

The first phase established a monthly executive report summarizing high-level analytics on all three services. Key metrics included the number of clients, cash flow measures, and client categorization by service use. For OVK, the analysis showed a significant growth in client numbers and highlighted the intersection between OA and OVK users.

Cash flow was analysed to measure capital inflow and outflow. The pilot report indicated that all three services experienced overall growth, with OVK showing the highest relative growth. The analysis segmented cash flow by external and internal transactions, revealing client behaviour trends and the interaction between different services.

## Detailed Analytics

The second phase focused on evaluating OVK's performance through deeper analysis, comparing it with OA as a benchmark. The analysis aimed to confirm or contradict preliminary findings regarding profitability and understand client behaviours to support business decisions. Key findings included:

1. **Age Categories** - The majority of OVK clients fell within a mid-career age group, while the highest average asset value was observed among clients in their peak earning years.
2. **Asset Categories** - Higher asset categories had a higher number of average transactions, and opposed to preliminary findings, no asset categories produced considerable losses.
3. **Transaction Trends** - Analysing transaction values helped determine potential limits that could reduce the load on back-office infrastructure without significantly impacting clients.

## Benefits to the Client

The project provided several benefits:

1. **Enhanced Reporting System** - Established a detailed reporting system integrating data from all services, providing insights for decision-making.
2. **Improved Client Understanding** - Identified client behaviour patterns and profitability across different segments, guiding marketing and fine-tuning of the product.
3. **Informed Decision-Making** - Supported business decisions regarding minimum transaction values and client retention strategies.

## Student's Learning Experience

The project offered several valuable learning experiences, including data integration, advanced analytics, and practical application of business intelligence tools. Key lessons learned included:

1. **Data Handling** - Managing and integrating complex datasets from multiple sources.
2. **Analytical Techniques** - Applying various analytical techniques to uncover insights and support business decisions.
3. **Client Behaviour Analysis** - Understanding client behaviours and financial patterns to drive service improvements.

## Conclusion

The project confirmed the viability of the service and guided future business strategies. The detailed analysis supported business decision to improve the product and facilitate its potential growth and profitability.