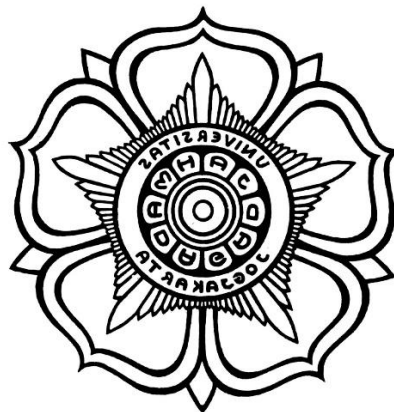


# **APPLYING BIG DATA ANALYTIC TOOLS AS A MARKET – DRIVEN STRATEGY: CLUSTERING AND PREDICTIVE MODELLING FOR RETAINED SAVINGS' PERFORMANCE IN XYZ COMPANY**

## **THESIS**

As a partial fulfilment for Master Degree

Study Program in Master of Management



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