



# Success stories in predictive analytics in Financial Services

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



# A leading life insurer accurately identifies potential customers with higher propensity to cross sell through predictive cross-sell model

## Objectives

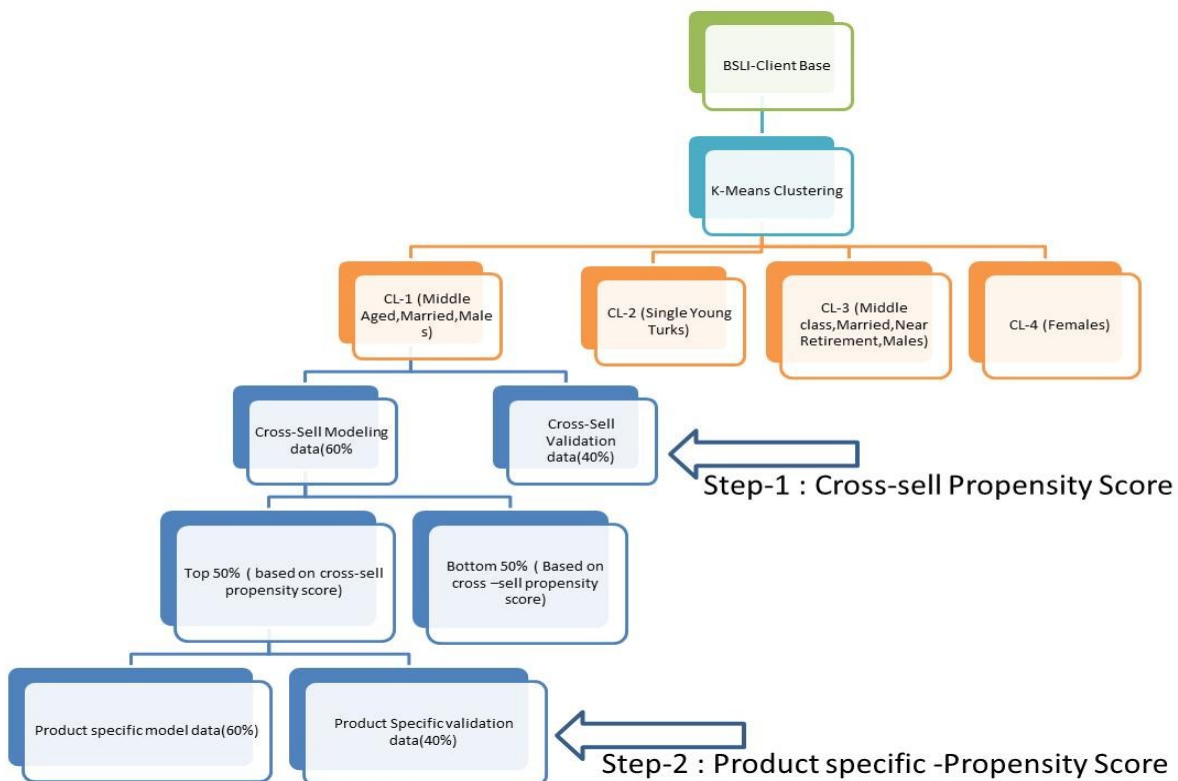
- To drive cross sell on client's existing retail customer base
- To drive an increase in policy/product density of customers
- To increase the average ticket size per transaction
- To implement a measurable campaign management process

## Our Approach

- Variable transformation based on cross sell rate such as x-Face Premium Ratio Band , Final AP Band , Policy status bands etc.
- Created customer segments such as urban mass, rural, urban rich etc.
- Executed K-means & logistic regression at client level data.
- Followed two step modelling approach:
  - Step-1 : Cross-sell propensity score
  - Step-2: Product specific cross-sell propensity score

## Impact

- Model improved the detection of potential customers with higher propensity to cross sell over random selection
- Current model can be applied for the immediate campaign management requirements



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