



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 brokerage firm improved response rate of research calls by creating customer segments for targeted research calls

Objectives

Create customer segmentation framework to improve customer activity and engagement

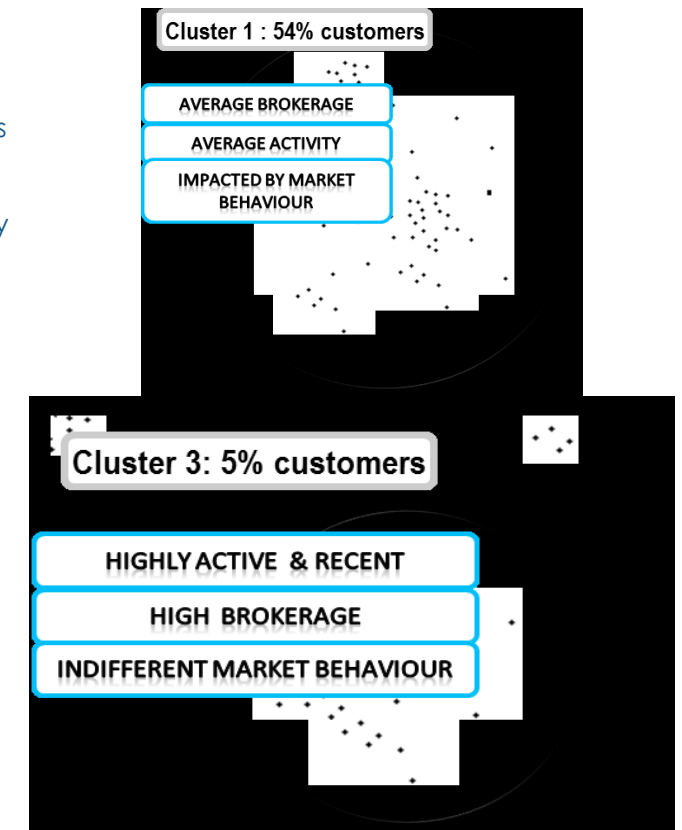
Our Approach

- Analyzed customer transactions, brokerage and market behaviors for twelve month period
- Understood client's business and created KPIs / variables
- Created statistical clusters using unsupervised techniques like K means
- Identified High Value, Win-Back, Market Oriented & Low Value customers

Impact

- Established four customer segments and created detailed cluster profiles to enable targeted customer engagement and marketing
- Improved response rate of research calls

Marked oriented customers as there brokerage is impacted by change in market conditions



High value customers with high activity, recency and brokerage



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