



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 company improved the detection of potential churners by executing timely retention campaigns and through predictive inactivity models

Objectives

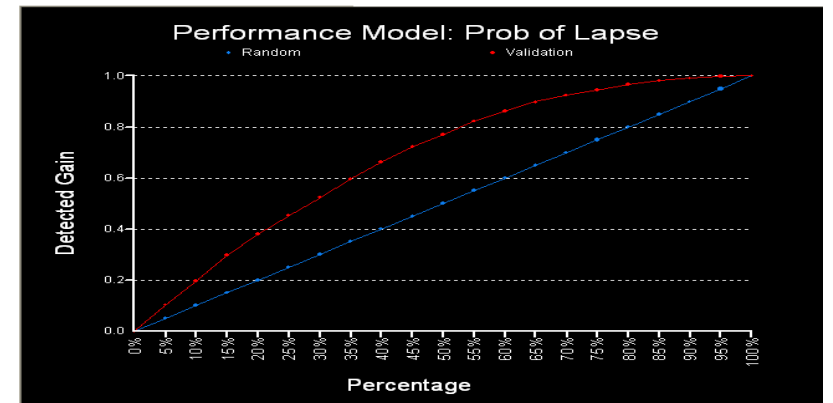
Predict which customers are likely to become inactive so that client can design appropriate retention strategies

Our Approach

- Defined inactivity as customers who did not made any transaction in the last six months
- Analyzed customer transactions in the twelve month period prior to last 2 months getting inactive
- Scored customers on 100+ metrics on their equity transactions – activity, volume, spend, demographics
- Built model using key metrics to predict the propensity of customers to become inactive

Impact

- Model improved the detection of potential churners over random selection
- The model showed strong positive correlation with number of active days, transactions per active day, age, partner v/s self acquired customers and loan against shares



If we approach 30% customers for retention campaigns then we'll have a selection of about 52% of the churners by using the model. Random selection of 30% of the base will give us 30% of the target churners



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