



# Success stories in predictive analytics in Retail and CPG

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 pathology & diagnostics chain segmented its patients through drill down to analyst level

## Objectives

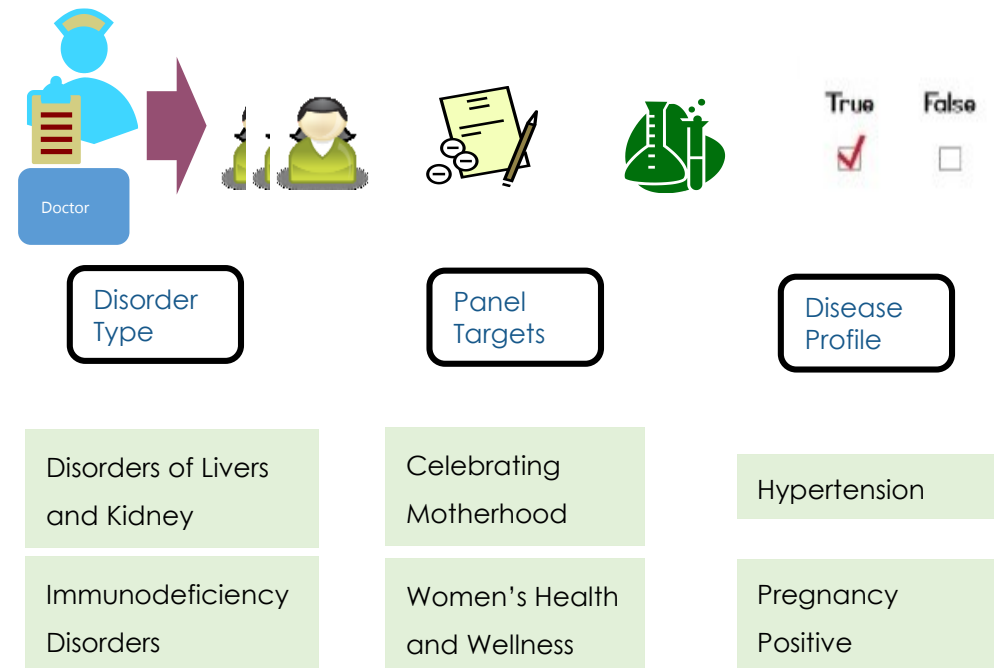
Client wanted to determine and improve patient loyalty and engage its patients better and execute targeted campaigns to improve revenues

## Our Approach

- Analyzed historical data to understand patient behavior trends
- Segmented the patient base using RFM (Recency, Frequency and Monetary value) framework
- Used Analyte-Level data mining to create patient disease profiles
- Linked groups of patients to a 'decision maker', 'targetable' patient and created family profiles

## Impact

- Helped quantify promotion mix of prescriptive & preventive diagnostics
- Well structured patient relationship program; ensured integration with departments; post roll-out response ROI
- Established closed-loop feedback mechanism to refine campaign and relationship program offerings



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