



# Success stories in predictive analytics in Financial Services

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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



# An American multinational financial services corporation optimized customer lifetime value through customer segmentation model to cross sell higher value B2B product

## Objectives

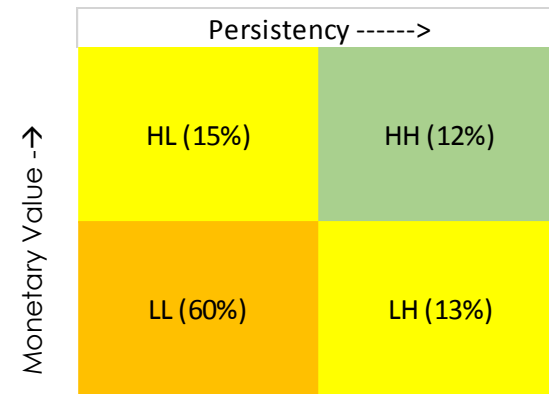
- Client wanted to cross sell a higher value B2B product to customers based on their overseas transaction behavior and cash flow needs.
- The challenge was to identify the parameters and thresholds for triggers for lead generation and revenue estimate from such conversions.
- The other critical aspect was to process voluminous and unstructured transactions data.

## Our Approach

- Analyzed overseas transactions data to capture the variation in monthly transactions and persistency of transactions at customer level
- Recommended customer segments based on repeatability and ticket size of a transaction, and engagement level of the customer transacting at certain merchant category
- Our team established the relevance of the product to the target customer base. Variables such as Cash Conversion Cycles, Forex needs of the customers were evaluated and layered with bureau scores to strengthen the cross sell business case.
- Customer sizing was done for out of time sample population and dollar (revenue) opportunity was estimated.

## Impact

- Client was able to optimize the customer lifetime value by :
- targeting customers in the highly valuable segments for cross sell.
  - improving engagement with customers in lower segments.



Customer segments by Population.

\*HH denotes High monetary value and high persistency.

\* Persistency is a function of repeat transactions in an year.



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