



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



An American financial services corporation increased revenue through Up sell Model by identifying the right target cards population for a potential upgrade

Objectives

Identifying the right target Card Members for a potential Premium upgrade

Our Approach

- Direct Behavior Based Targeting: Target high spending Cards (per year) or cards that are availing the Premium Benefits (mainly travel based benefits) by paying additional charges
- Profile Based Targeting: Identify Card holders falling into spend based profiles for Premium Card holders using statistical k-means clustering
- Profiles Identified:
 - Frequent Domestic travelers with high spend
 - Frequent First Class travelers
 - Frequent International travelers with high spend
 - Frequent First Class travelers with high lodging spend

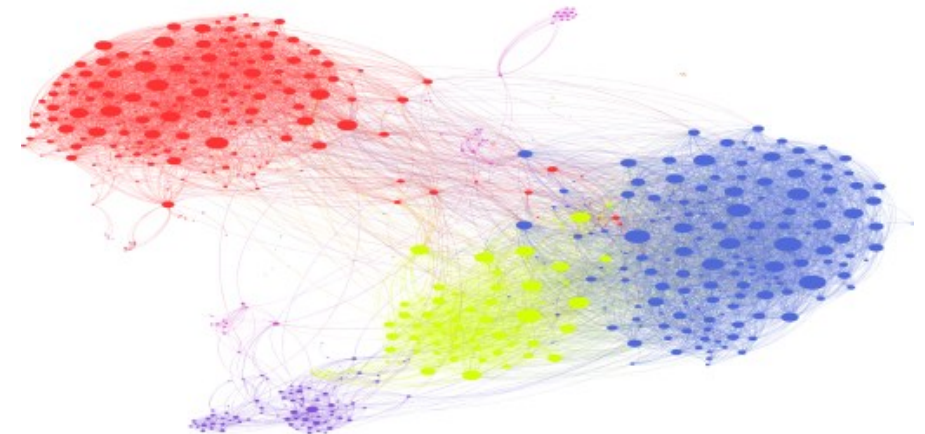
Impact

Identified target group for potential upgrade/up sell resulting in high revenue for the client and better customer experience

Significant variables

- Overall Spend
- Spend on Air, Lodging
- International travel count
- First, Business Class travel count
- Avg. Lodging spend

Colors represent different clusters



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