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

TRANSORG ANALYTICS

A telecom company increased % clicks to target base during app download campaign by 46% through look-alike model on telecom customers
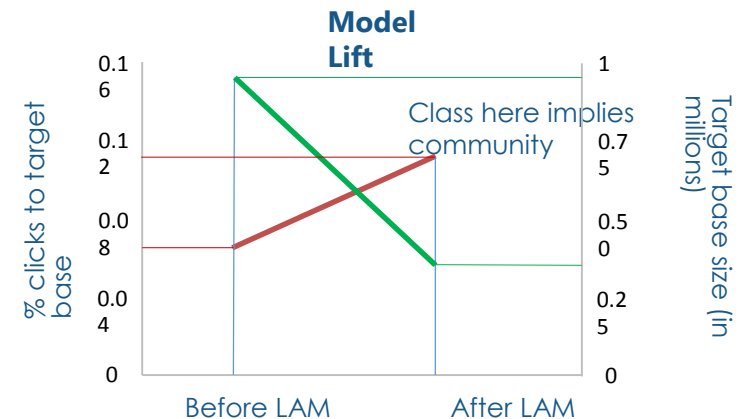
Objectives

Find look-alikes of positives from entire target population to reduce the base size and increase % clicks to target base.

Our Approach

- Data such as subscriber info, voice and data usage, recharge for 3 months was available
- Filtered customers with AON >= 120 days and monthly data usage >= 50mb
- Mapped available variables to the respective subscribers in both positive and target bases
- Stored data in HDFS to be accessed by distributes spark cluster
- Developed and applied look-alike model for cluster expansion
- Model compared and scored each feature in positive base to respective feature in target base and got a cumulative score in range 0-1, 1 representing maximum similarity
- Filtered out subscribers with score >= 0.75 from the target base

Impact

- Reduced the target base by 60-70%
- With a minimal reduction in # of clicks, overall % clicks to target base increased by 46%

Model Lift

Class here implies community

% clicks to target base

Target base size (in millions)

0.16
0.12
0.08
0.04
0

1
0.75
0.50
0.25
0

Before LAM   After LAM

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