



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 non-banking financial institution reduced data duplicity through entity matching to map customers in different databases

Objectives

A leading financial company wanted to map customers across different databases to reduce duplicity in data

Our Approach

- Customers were split into individual and corporate segments because different string matching algorithms had to be used for both segments
- Data cleansing – Treated text fields such as Name, Address, Father Name, Spouse Name and unique identifier fields like driving license number, voter id, etc. to ensure proper record matching
- Defined mapping rules based on name and address string matching, personal ID matches, etc. to identify same customers assigned different customer ID

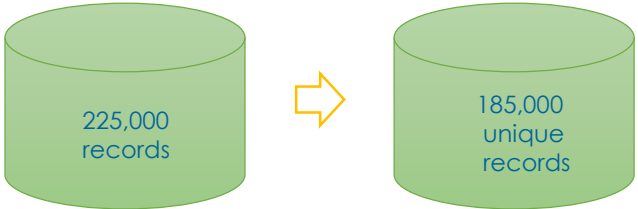
Impact

- 18% compression of the customer base (from 225,000 to 185,000)
- 98% of the mappings were accurate.

Cust ID	Name	Driving License No.
1	John Paul	AAAAA123AA
2	Paul John	AAAAA123AA
3	Juan Paul	AAAAA123AA



Cust ID	New ID	Name	Driving License No.
1	1	John Paul	AAAAA123AA
2	1	Paul John	AAAAA123AA
3	3	Juan Paul	AAAAA123AA



18% compression in Data size



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