



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 large mobile network operator increased VAS revenue by 20% through data and Value Added Services (VAS) cross sell prediction model in prepaid customer base

Objectives

Improve data usage and VAS penetration

Our Approach

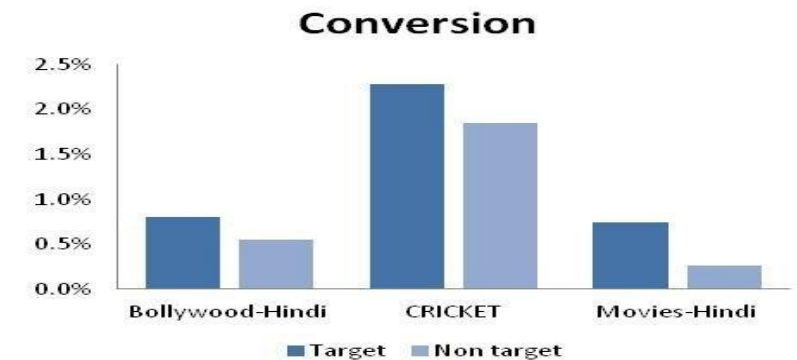
- Identified target population to cross-sell data & VAS
- Developed supervised look alike models for the top 15 VAS services by popularity and provided exact product recommendation
- Campaign roll outs for the top 4 deciles and analysis of the campaign response

Impact

- Improved penetration of VAS services in each circle
- Increased VAS revenues by 20%
- Drop in # of data churners
- Lift in data usage

Significant variables

- MoD (Music on Demand) service count
- CRBT (Caller Ring Back Tone) service count
- Voice service count
- Total service count vs Average
- Distinct services count
- Distinct number called
- Distinct Calls received
- ARPU



TransOrg Analytics

www.transorg.com

US

Raajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

Sandhya Krishnamurthy
sandhya.krishnamurthy@transorg.com
M: +1 510 516 6443

India

Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911

Debjit Sen
Debjit.sen@transorg.com
M: +91 99532 46251

UK

Naresh Priyadarshi
naresh.priyadarshi@transorg.com
M: +44 740 481 6818

Singapore

Vijay Bajaj
vijay@transorg.com
M: +65 9752 9020



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