



Success stories in predictive analytics in Financial Services

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Top 20 Company in India - TiE Lumis
Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in
India 2013 – CIO Review Magazine



Classified merchants for inappropriate spend audits based on web scraping of search engine data and text analytics

Objectives

- Client wanted to identify from approx. a million restaurant merchants, those merchants where the spends based on business profile are considered inappropriate (ex: strip clubs, topless clubs, casinos etc.)
- The challenge was two fold – first to generate data for the merchants that would help to classify them as inappropriate spend merchants. Second, to devise logic to be used for classification

Our Approach

Data generation:

- Scraped 1st page of Google search results (top 10 results & right text bar side description wherever possible) for each merchant

Logic for classification:

- Compiled list of all keywords/phrases commonly found in description of strip clubs, topless clubs, casino, massage parlors
- Calculated count of occurrence of each of the 49 unique keywords in the description document against each merchant
- Calculated the final score against each merchant as sum of count of the keyword occurrence. Merchant with a higher score were classified as inappropriate merchant outlets

Impact

- The solution replaced the manual process of reviewing merchants for profile classification
- Improved the accuracy of classification as compared to manual method and corrected errors in already existing classification
- Improved understanding of the types of business customers in clients portfolio

Merchant name	Town	Region	Merchant type	Inappropriate?
xxxxxxxxxxxx	DOVER	NEW HAMPSHIRE	Fine dine	No
xxxxxxxxxxxx	BOONEVILLE	MISSISSIPPI	Strip club	Yes
xxxxxxxxxxxx	LOVES PARK	ILLINOIS	Family Restaurant	No
xxxxxxxxxxxx	FAIRFIELD	OHIO	Casual dining	No
xxxxxxxxxxxx	OXNARD	CALIFORNIA	Adult entertainment club	Yes
xxxxxxxxxxxx	WARREN	OHIO	Casino	Yes
xxxxxxxxxxxx	NEW YORK	NEW YORK	Gentlemen's club	Yes
xxxxxxxxxxxx	STOCKTON	CALIFORNIA	Fast Food restaurant	No
xxxxxxxxxxxx	GREENSBORC	NORTH CAROLINA	Adult entertainment club	Yes



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

UK

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

India

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

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

Singapore

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

 [/transorg-solutions-&-services](https://www.linkedin.com/company/transorg-solutions-&-services)

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