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 reduced churn by 12-18% through churn prediction model on post-paid customers

Objectives

Predict post-paid customer churn one month in advance to strategically plan and deploy retention & engagement actions

Our Approach

- Predictive modeling to estimate churn probability a month in advance using random forest

- Customized models for each telecom operating zone (circle) to capture local behaviors

- Review model performance (coverage, accuracy, trend, opportunity sizing) every month

Impact

- Accurately identified churners one month in advance with an accuracy/coverage of 75%
- Reduced churn in key circles by 12-18%

Significant variables

- Last invoice and bill amount
- AON (Age on Network)
- Minutes of Usage - Increase in total (to others)
- Credit Limit utilization
- Distinct calls received - Lift in current Month
- No. of times barred
- Increase in current month RC over last 3 month avg.

Lift Chart

75% accuracy/coverage in top 3 deciles
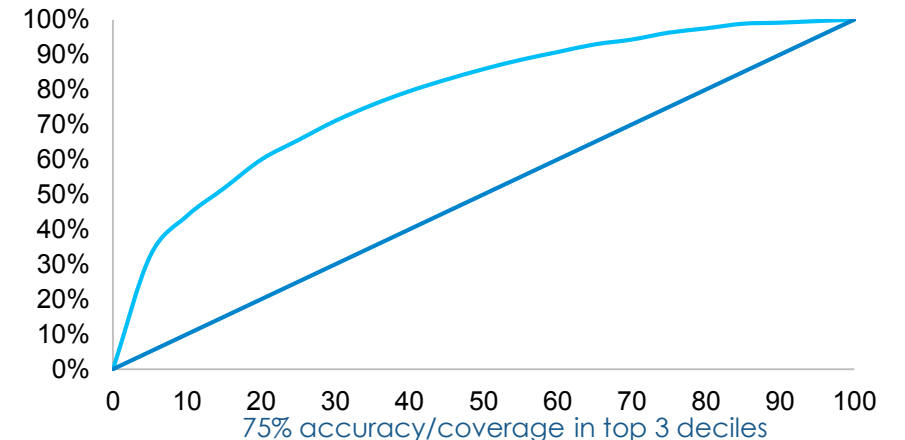
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