



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 life insurer improved the detection of potential lapsed customers over random selection through 13th month persistency prediction model

Objectives

Predict customers which are likely to get lapsed in the 13th month to assist business in designing appropriate reactivation / retention strategies

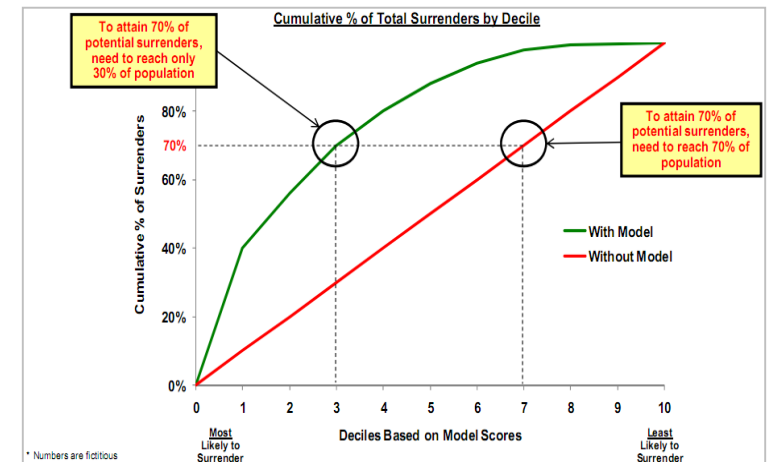
Our Approach

- Created customer segments such as urban mass, rural, urban rich etc.
- Estimated probability to surrender a month in advance using tree based algorithms, random forest and gradient boosting technique.
- Conducted coverage analysis, accuracy analysis, trend analysis, opportunity sizing analysis etc. on a monthly basis

Impact

- Model improved the detection of potential lapsed customers over random selection
- Established a proactive approach to retain customers by engaging high value and high propensity lapsed customers

Cumulative % of Surrenders



The chart illustrates that if we approach 30% customers for retention campaigns then we will cover about 70% of the lapsed customers by using the model. Random selection of 30% of the base will give us only 30% of the target lapsed customers



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