



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 large general insurance company assessed the break-in risks associated with each new auto insurance lead for rejection or acceptance using predictive acquisition model

Objectives

- Leads enter the systems & need to get processed for further on underwriting risk associated with their conversion
- Client wanted to develop a predictive acquisition model which assesses the risk associated with break-in leads

Our Approach

- Created 100+ variables
 - Key variables used – Lag between inspection & creation, lead generated on holiday or long weekend, previous policy break-in days flag etc.
- Developed rejection model
 - Rejection model developed using random forest to score leads by predicting their risk of fraudulent claims post conversion
- Model scored on customer base
- Leads approved at this stage are each assigned a policy number

Impact

Model has a high precision and recall making it possible for the client to better assess risks associated with each lead and score it for rejection or acceptance

Random Forest was trained on 75% of dataset and 25% was used for validation; developed two stage prediction models

Model's performance in predicting rejections

Precision	79%
Recall	60%
F1-Score	68%

Model's performance in predicting approvals

Precision	81%
Recall	92%
F1-Score	86%



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