



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 Canadian telecom company successfully predicted the churners one month in advance through churn prediction model on post-paid customers

Objectives

Predict post-paid customer churn one month in advance to allow retention actions

Our Approach

- Data such as subscriber info, usage, revenue and customer experience was available.
- Developed churn model on subscribers with AON(Age on network) \geq 120 days.
- Considered subscriber history of 4 months to predict churn in month 5.
- Treated variables for null values & outliers to avoid impact of these values on model accuracy and coverage.
- Developed churn models using multiple advanced machine learning algorithms.
- Estimated churn probability a month in advance using random forest technique.
- Conducted monthly analysis such as coverage, accuracy, trend, opportunity sizing

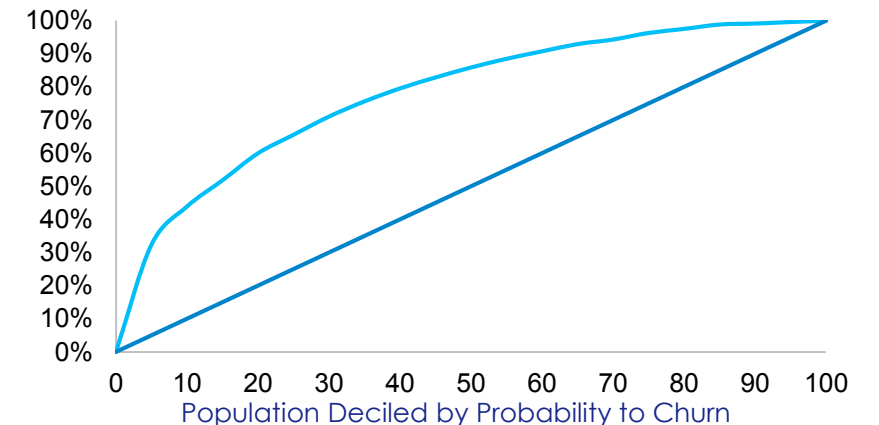
Impact

Impactful prediction of churners one month in advance

Significant variables

- Months till pay off
- Remaining tablet balance
- Monthly recurring charges
- Credit limit utilization
- Age on client's mobile network
- Tablet depletion/ installment amount

Lift Chart



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