



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



An American multinational financial services corporation expanded its relevant customer base by using go-to-market strategy based on the firmographics of their best customer segment

Objectives

- Client wanted to extrapolate the firmographics data of their best customers (B2B product) to prospects.
- The challenge was to identify criteria to tag best customers from the pool and then capture their characteristics

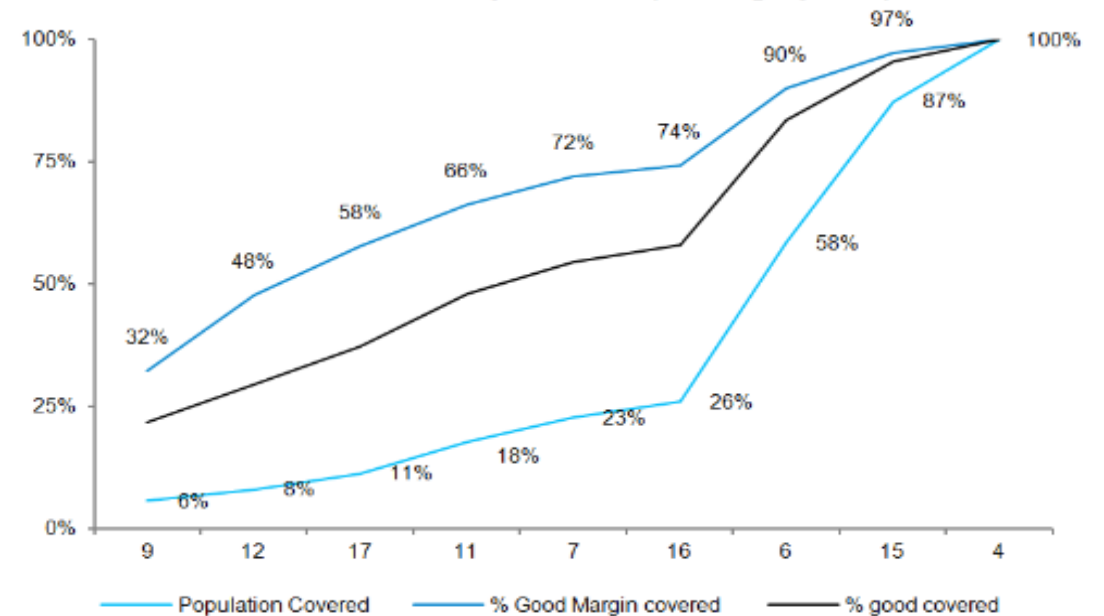
Our Approach

- Evaluated results from multiple iterations of Best Customers definitions largely based on components of profitability on different thresholds.
- Recommended Decision Tree (Conditional Inference) model to ensure
- Each segment is significantly and statically different from the other.
- Self explanatory nature for the field staff and easy implementation.
- Maximum coverage (profitability) with minimum population sample.
- Segment profiles were created based on median margin %, median revenue and other variables that deemed them relevant for the product into consideration.
- Our value addition was primarily to define thresholds for firmographics data such as revenue, employee count, and industry related flags (Manufacturing Vs Services) .These thresholds further corroborated and at times supplemented the intuition

Impact

- Client was able to focus efforts on more relevant customers based on segments from our analysis.
- Client was able to identify characteristics for customers with smaller company sizes but higher margin potential.

Best Customers Capture rate (Firmographics)



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