



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 asset management company accurately identified redeemers for equity subscriber base through redemption prediction model

Objectives

A leading Asset Management Company (AMC) wanted to predict investors redeeming a month in advance to allow preventive actions

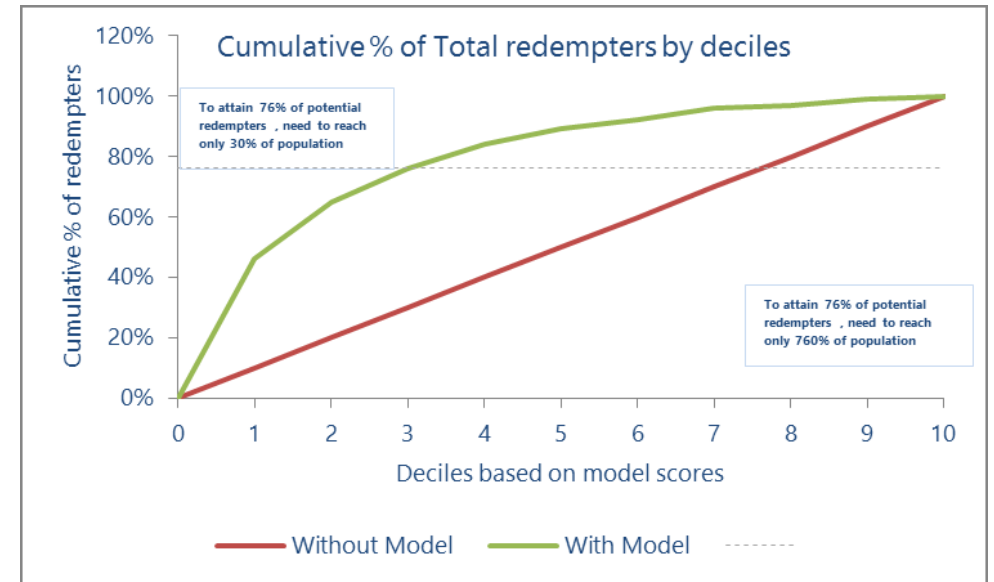
Our Approach

- Customized separate models for only SIP customers (no lump sum investment) and both SIP and lump sum customers (not limited to SIP investments).
- Estimated churn probability a month in advance using advanced machine learning algorithm.
- Conducted coverage analysis, accuracy analysis, trend analysis, opportunity sizing analysis etc. on a monthly basis

Impact

- Accurately identified redeemers one month in advance
- The models exhibited coverages in the range 70-80% in the top 3 deciles

Lift Chart



- Lift of up to 230% with in top three deciles
- Coverage up to 76% with in top 3 deciles



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