



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 brokerage and financial services company boosted gross savings through fraud analytics

Objectives

- Large brokerage company with 8.5 lac retail clients serviced through own branches, central desk and business partners (franchisees)
- Business partners (BP) generate x% of total annual brokerage from y% of clients
- Identify fraudulent business partners

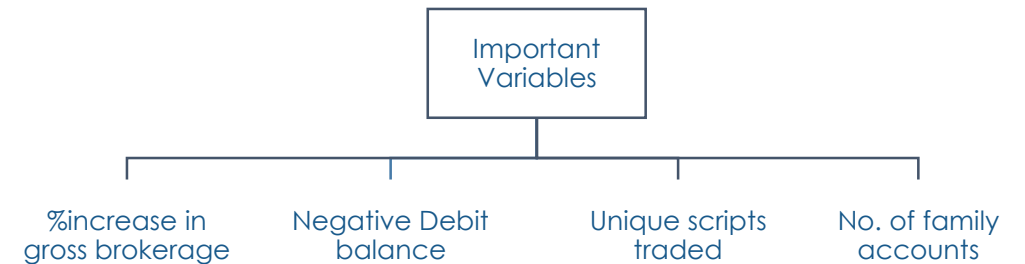
Our Approach

- Multi-dimensional analysis of each customer serviced by a BP on 250+ parameters
- Identified BP's based on various parameters such as % increase in gross brokerage, negative debit balance, unique scripts traded etc.
- Analyzed customer behavior by profiling the BP's on the variables created in previous steps
- Incorporated Month on month feedback from the client

Impact

Highlighted potential savings in maximum gross exposure

1403	5%	3%	4%	6%	11%
BPs at 1403's dissociation date	102%	50%	50%	12%	30%
1678	5%	3%	4%	6%	11%
BPs at 1678's dissociation date	107%	50%	104%	12%	30%
1676	4%	3%	3%	7%	7%
BPs at 1676's dissociation date	102%	50%	50%	12%	30%
1951	4%	3%	1%	4%	1%
BPs at 1951's dissociation date	97%	52%	64%	12%	30%
2098	4%	7%	1%	1%	1%
BPs at 2098's dissociation date	93%	52%	64%	12%	41%
3094	-	-	-	1%	-
BPs at 3094's dissociation date	115%	50%	101%	12%	30%
4276	-	4%	-	4%	1%
BPs at 4276's dissociation date	117%	50%	105%	12%	30%



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