



# 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 diversified financial services company maximized revenue for securities client through Insurgent pricing

## Objectives

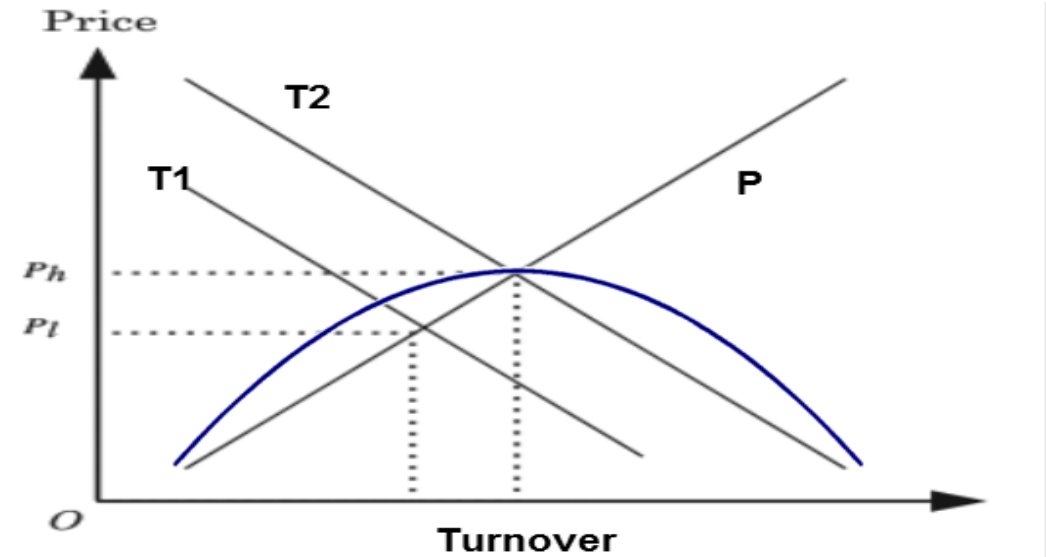
To maximize brokerage by re-pricing customers without impacting inactivity and attrition

## Our Approach

- Analyzed the impact of pricing change on monthly turnover
- Test and control for earlier price changes to understand activity, churn and percentage change in turnover and brokerage
- Created price benchmarks for various turnover bands within segments (Futures/Delivery) using price elasticity
- Created price optimization tool to generate scenarios

## Impact

- Low value customers were optimally re-priced with no impact on activity and attrition
- Re-priced the customers as per price sensitivity ( Increased brokerage by 4-8%)



$P_h$  is the optimal price (with increase in price there is increase in turnover), earlier customers were priced at  $P_i$



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