



Case Study

An Indian national banking partner identified **40k** potential affluent customers from our income estimation model's prediction

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About Client

Client is a new-generation Indian bank headquartered in Pune. The bank offers commercial, transactional and electronic banking products and services. As of 31 December 2020, the client has revenue of over 5 Bn USD and has over 1600 branches plus over 2500 ATMs spread across different geographical locations of the country.

Objectives:

Our client was seeking an income estimation model that will be used to identify and target the high affluence customers and High net-worth individuals (HNIs).

Client also wanted several other predictive models which will be used as a baseline for wealth estimation, share of wallet etc.

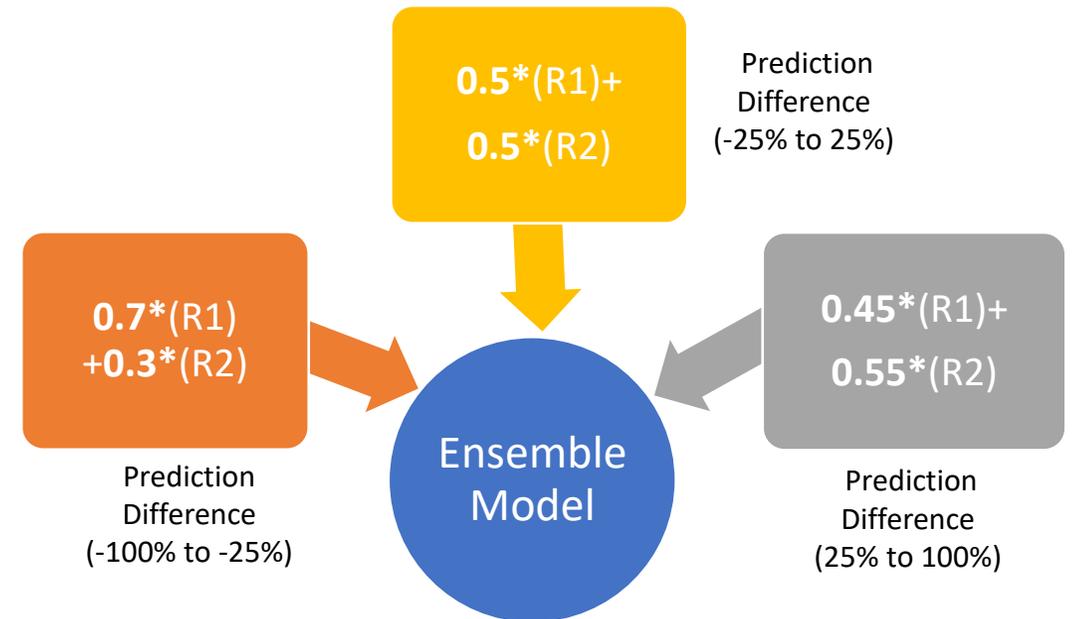
Approach

Wealth estimation model to identify potential affluent customers



Approach Methodology

- Developed a customer 360° view using a customer's debit cards' and credit cards' transactions data, product holding, age and geographical data, assets and different types of liability listed with credit bureaus.
- Various sources of income such as Equifax, Credit Card, Corporate Salary, CIBIL were considered to determine actual customer income as target-variable.
- Ensemble Learning: Two regressors were trained separately for high vs. low income customers and ensemble to create a single regressor that minimizes bias and predicts even in high heteroskedasticity.
- Estimated income is multiplied with specific weights based on occupation and age to tabulate estimated customer wealth.
- Predicts with 89% recall value on a control group of 75k customers



Outcomes

Wealth estimation model to identify potential affluent customers



Impact and Value added



Prospective base of **2k** very affluent customers worth more than 5 Crores



Nearly **38k** high net worth customers (HNIs) worth > 1Crores



In-dept understanding of affluent customer behaviour on basis of their income bucket leading to personalized pre-approved loan for customers



Address of highly affluent neighbourhoods, a prospective site for customer on-boarding

A large blue envelope graphic with a yellow rectangular label in the center. The envelope is open, with the flap pointing downwards.

THANK YOU FOR
YOUR TIME

Would you like to connect with us to get advanced analytics solutions for your organization??

Contact Us:



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