



TRANSORG
ANALYTICS

Success Story – 01

For a securities brokerage group identified inactive customers for targeted reactivation campaigns



Objectives

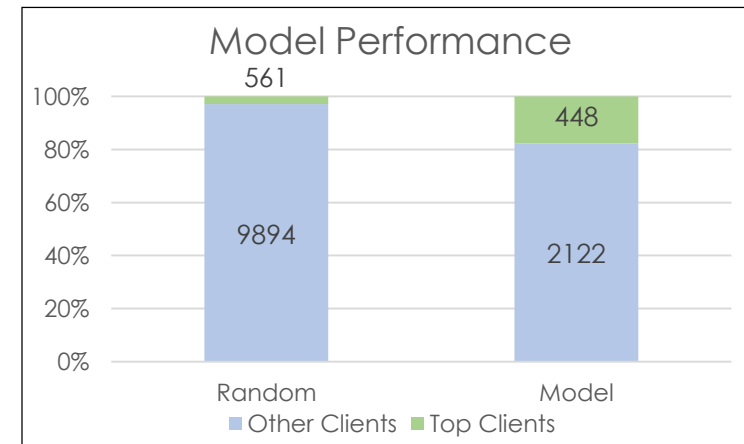
- Identify inactive clients who are likely to generate high revenue, if targeted for reactivation campaign
- Find and associate lookalikes of the new set of clients using the historical set of re-activated clients to directly estimate revenue generating potential by comparison

Our Approach

- Data files for historical data were cleaned and records were aggregated at client level, then primary and derived variables were created using aggregated fields, separate data files were merged and exploratory analysis was performed to identify key variables
- A classification model was created, using historical data, to categorize clients into one of the following categories: (I) Top 50% (best revenue group) (II) Next 25% (next best revenue group) (III) Next 15% (third best revenue group) and (IV) Next 10% (worst revenue group)
- Model was trained using 75% of data and model results tested on remaining 25% to evaluate model performance
- Model was optimized for accurate prediction of 'Top 50%' class

Impact

- 4 times increase in reactivation rate of top revenue group as compared to random campaigns

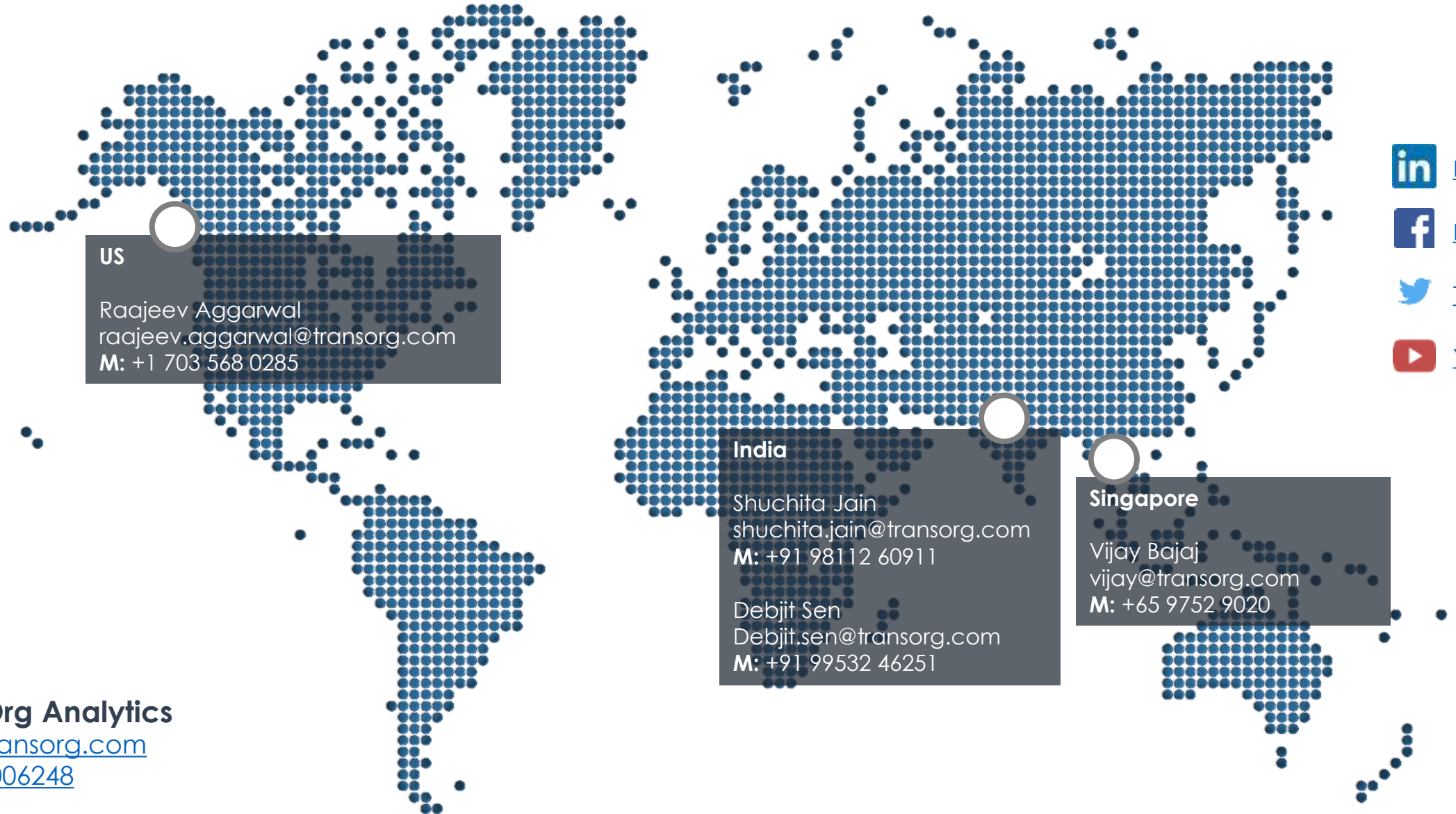


- 1) Random (No model) – In this case if all 9,894 clients were engaged and reactivated, 561 clients from the top revenue group get reactivated. This is an incidence rate of only 5.67%.
- 2) Model based targeting – In this case we engage only those clients for reactivation which are predicted as such by the model. In this case 2122 clients are engaged resulting in 448 reactivations from the top revenue group. This is an incidence rate of 21.01%.

Contact us

We are a phone call away!

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