

Analyttica helps Financial Lending Company with Bureau Archive Analysis

Project:

Mail-based targeting strategy

Application - Industry:

Non-Banking Financial Services

Client's problem statement:

A mid-sized NBFC client wants to establish a data-driven analytics framework for optimal targeting across products, aiming to create P&L impact

Problem Solution and approach from Analyttica:

- ✔ Analysis of TransUnion and Experian bureau attributes for existing customers
- ✔ Usage of statistical/mathematical methods to identify an optimum subset of bureau variables which can be utilized for response and performance analysis
- ✔ Using bi-variate analysis, quantifying the impact of each selected variable on response and performance behavior for each of the products
- ✔ Quantitative approach to establish product specific business rules for better response/performance strategy

Business impact:

- ✔ Implemented a new marketing execution process to support a robust test and learn process
- ✔ Reduced mailing costs by 30% (by targeting 30% fewer prospects without significant drop in responder count)
- ✔ Created a simulation tool to compare the results from the new framework to the existing process

Contact Detail

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