



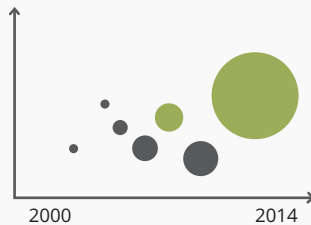
CHALLENGE



Using card spend data and customer demographics for targeted cross-sell/up-sell of retail asset products



Dealing with a limited data set, with pockets of quality issues leading to a challenge in data cleansing and interpretation



Validating models based on limited historical data

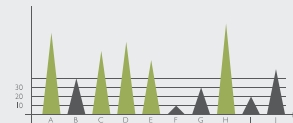
APPROACH



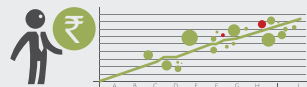
Business Rules for cleansing and interpretation of data to approximate expected values



Segmentation and Categorization by demographic attributes, spend category, spend amounts, vintage location, employee vs. non-employee



Spend momentum and dispersion in spend patterns as indicators of propensity to consume/spend. Loyalty indicators (vintage & positive momentum) pointing to better cross-sell potential



Linear model built to derive customer spend patterns

BENEFIT



Better insights into client spend patterns across multiple dimensions



Controlled marketing spends through targeted campaigns



Enriched customer database with behavioral insights enabling improved decisioning



Access to new customer attributes based on demographic and spend behavior used for better analysis

RECOMMENDATION



12% of eligible population targeted for personal loan cross-sell



Another 12% of high-ticket, consistent spenders with a long vintage targeted for up-sell of mortgage and car loans



Another 16% of low-ticket consistent spenders with a long-vintage targeted for cross-sell of personal loans and two-wheeler loans

"The team had to intensively explore the data set to identify and extract the latent variables which characterized the process. This yielded new insights into customer behavior across segments for better targeting. The solution framework will provide even better outcomes as the data set expands continually."

SANDEEP SANDHU
Chief Data Scientist, Pragmatix



Leading NBFC with a diversified business portfolio spanning from credit cards to retail assets to brokerage and asset management