Identify Customer's Lifetime Value

Identify Factors that helped past customer buys

Identify customers for New Engagement Efforts

Why customers responded to certain **Messages & Promotions**

The Client

A $6.5 Bn US based investment bank that focuses on technology-driven companies.

Industry

Banking

Overview

A top 10 largest Credit Union in the country with 350,000 members, with primary focus in US. Serve various hi-tech customers like Microsoft, HP, Cisco and many more. Have been in business for decades. Dynamic management team with a desire to change company culture and behavior aligning with the industry.

Business Challenge

The union wanted to understand the potential revenue and profit that can be made from each customer. But the existing legacy BI Platform had limited capability to run real time analytics and was not able to blend data for newer insights.

Our Approach:

Included the entire life cycle of data science solution development starting with analysis of data sources; data Engineering; data visualizations; model building:

Phase 1: Preparing and transforming data

Phase 2: Feature selection

Phase 3: Form specific data clusters

Phase 4: Calculate the specific LTV's of each segment

Outcomes

✓ A full platform for Data Visualization and Statistical modeling.
✓ Enabled robust governance process for data management.
✓ Backup and disaster recovery enablement.
✓ Provided consulting advice on Roadmap definition.