



Artificial Intelligence. Analytics. Automation

Company Profile

2019

DATA. ANALYTICS. INSIGHTS. DECISIONS. EFFICIENCIES. GROWTH



OUR PURPOSE

Provide intelligent product/solutions capable of automated cognitive decision making

Institutionalize data based decision making

Internalize the intelligence through machine learning systems

IN-DEPTH EXPERTISE

Data analytics, statistical models, analytical tools, business intelligence, domain and business knowledge

GROWING WITH CLIENTS

100% happy and referenceable clients across domains

PRODUCT

AI enabled Conversational Platform - Cingulariti

GLOBAL

Offices in UK, India and Singapore

At a Glance



CLIENT SNAPSHOT

Banking



One of the Top 3 Private Banks in India



Enabling Dreams. Empowering Lives.

Top MFI and small bank in India



Upcoming Private Sector Bank in India



Leading Payments Bank in India

Insurance



One of the largest life insurance companies in India



One of the largest life insurance companies in India



2nd largest consumer loans company



Top healthcare Insurance TPA in India

Financial Services



Global Payment Gateway & Digital Wallet



Finance arm of L & T Group



Global Payment Gateway



2nd Largest Forex Company in India



Fintech company in India

Manufacturing



One of India's Manufacturing Conglomerate



One of the largest automobile player in India



Agriochemical and Seeds company



Leading Pharma Company

Services



CITYWEST HOMES

Citizen Services Arm of Westminster Council in London



Largest Tours & Travels Company Globally



A Police Department in UK



Logistics Company in Singapore



One of the largest logistics companies globally



Largest taxi services in Myanmar



Largest Retailer in South East Asia



India's 3rd Largest Internet Service Provider

OFFERINGS

CONSULTING

- Analytics Practice Incubation
- Analytics Strategy and Roadmap
- Statistical Model – Approach and Implementation Audit
- BI Audit and Recommendations

CINGULARITI PLATFORM

- Email Automation and Analysis
- Social Media Sentiment Analyzer
- Customer Support Assistant (BOT)
- Self Service BI – Driving insightful conversations



BUSINESS ANALYTICS SERVICES

- Statistical Modelling for Predictive Analysis
- System Integration for specific Models
- Analytics Programs for KPI improvements
- BI – Strategy and Deployments

BIG DATA ANALYTICS SOLUTIONS

- System Architecture
- Design and Development
- Model Development and Integration
- System Support and Maintenance

PARTNERS



Cloudera delivers the modern platform for machine learning and advanced analytics built on the latest open source technologies. The world's leading organizations trust Cloudera to help solve their most challenging business problems by efficiently capturing, storing, processing and analysing vast amounts of data.

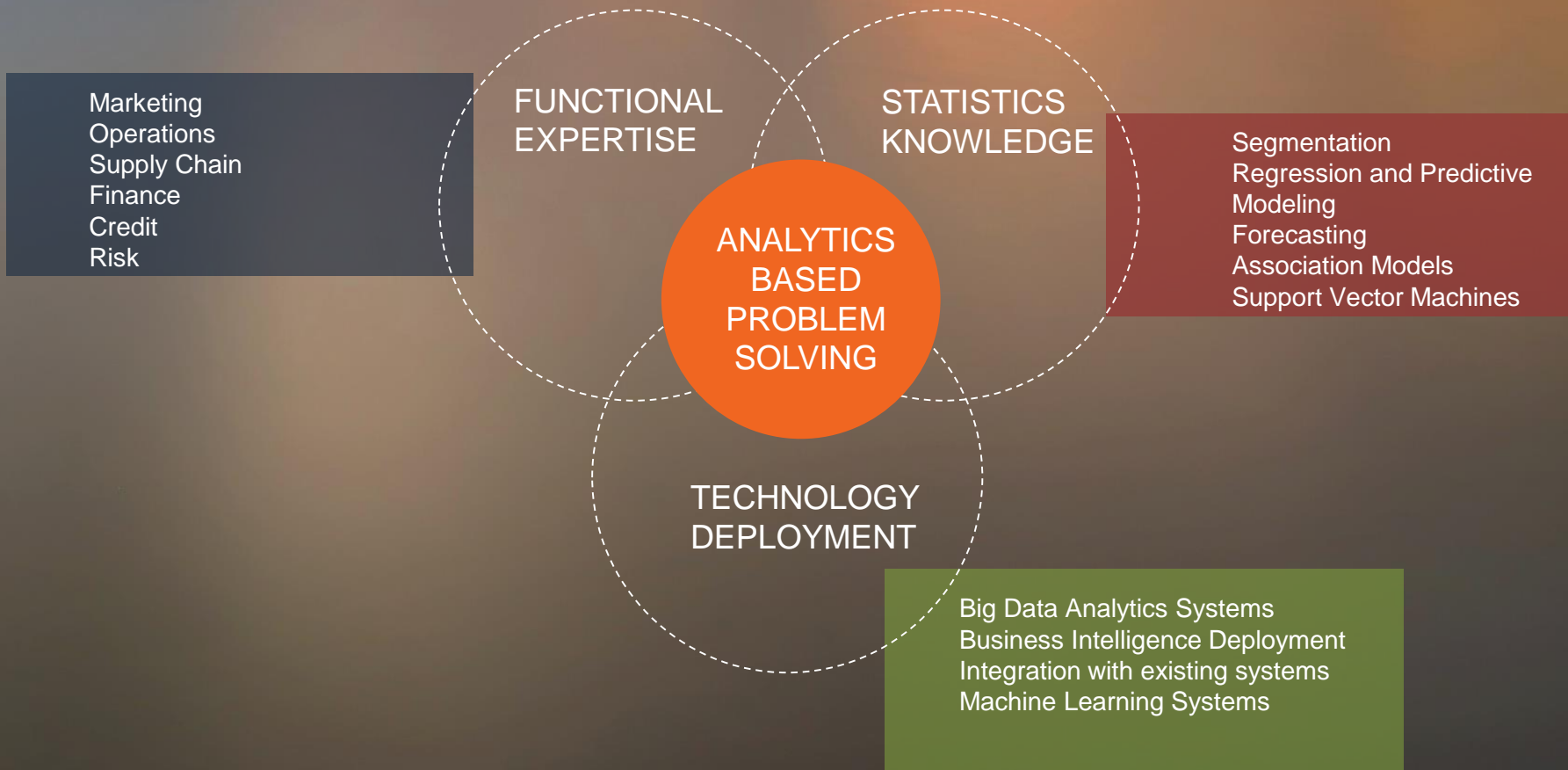


Qlik is the leading data analytics platform and the pioneer of user-driven business intelligence. Its portfolio of cloud-based and on-premise solutions meet customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics, currently serves around 45,000 customers worldwide.

OFFERINGS - HIGHLIGHTS



ANALYTICS SERVICES - SOLUTION BUILDING BLOCKS



Cingulariti – a proprietary **customizable omni channel bot**
and assistant platform for enterprises with large data.

Chat ● Email ● Social Media

Use Cases:

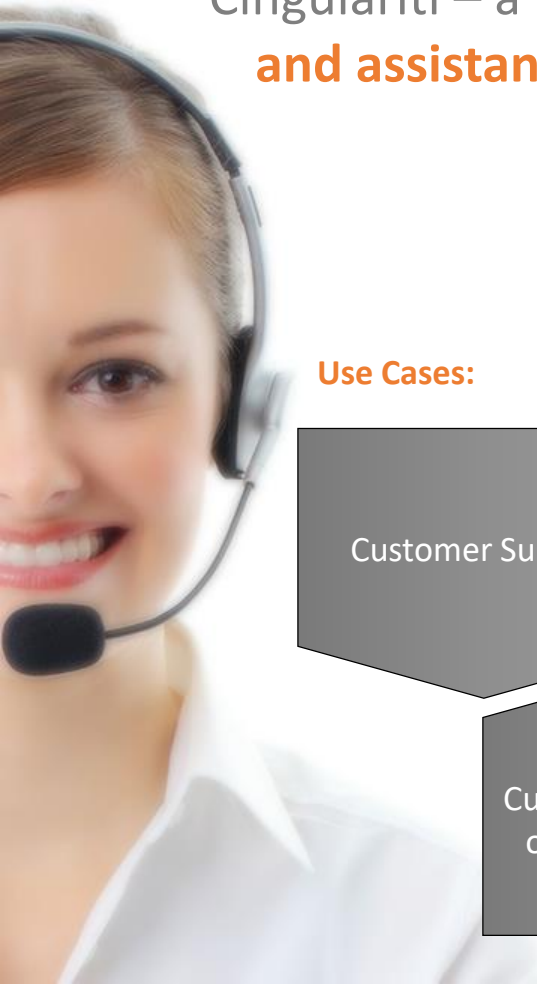
Customer Support

Front Desk assistant

Information
Dissemination to
internal or external
users

Customer Engagement
on Digital Platforms

Sales force
enablement



RECENT BIG DATA ASSIGNMENTS

Top Payment Gateway (MNC)

- User profiling, credit scoring and BI use cases
- AWS Stack
- Around 5 TB data set

Fraud Analytics Company (US)

- Reducing False Positive from rule based transaction filtering
- Email NLP Analytics
- Near Real Time Dashboards

NBFC in India

- Evangelize analytics and discover the use cases across teams
- Evaluate the proposals from different organizations for implementation including tool comparison

Fintech in India

- BIG Data Architecture and Platform Set up
- Initial Use Cases – Social Sentiment Analysis, ODS and DW

RECENT CONSULTING ASSIGNMENTS

Large Diagnostics Labs (India)

- Develop blue print for setting up the analytics practice
- Defining the goals, identifying right tools and supporting the team
- Develop implementation roadmap for the initial 2 years

Housing Corporation in UK

- Prepare strategy for migrating from SAP BO to MS BI
- Develop advanced analytics roadmap
- Drive consensus within business teams on use cases and priorities

Large Hospital Chain in India

- Evangelize analytics and discover the use cases across teams
- Evaluate the proposals from different organizations for implementation including tool comparison

Logistics Company in Singapore

- Blueprint for BI Implementation
- Identify Customer Use Cases for Roadmap

CASE STUDY

IMPROVING CUSTOMER RETENTION FOR A LARGE
SECURITIES COMPANY





Case Study - Improving Customer Retention Rate

REDUCED CUSTOMER CHURN & IMPROVED REVENUES

THE CLIENT

- One of the leading Securities Brokers in India

THE CHALLENGES

- Low market penetration
- Low share ownership
- Thin Margins in Business
- High cost of customer acquisition
- Low customer lifetime value

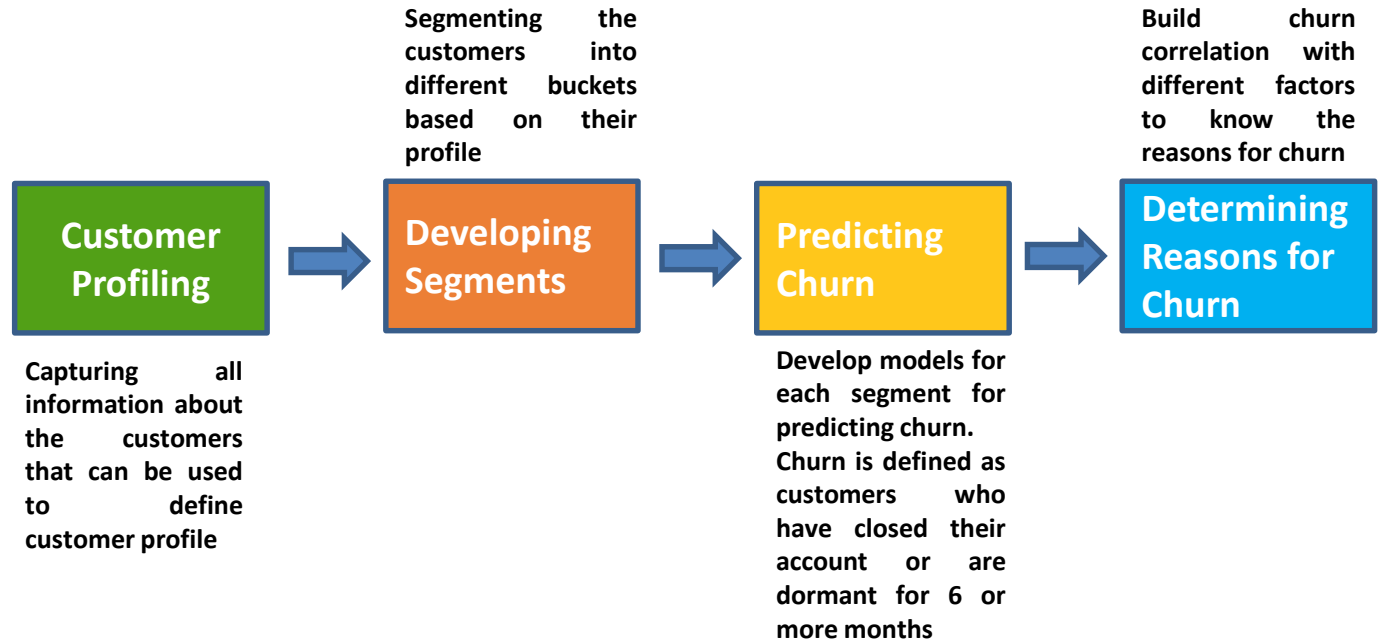
THE SOLUTION

- Develop customer retention model
- Develop customer engagement model

THE RESULTS

- Brought down the customer dormancy by 25% and improved revenue per customer per month by 2-3%.

OUR APPROACH- RETENTION MODELING





Case Study - Improving Customer Retention Rate

REDUCED CUSTOMER CHURN & IMPROVED REVENUES

OUR APPROACH- CUSTOMER ENGAGEMENT MODEL

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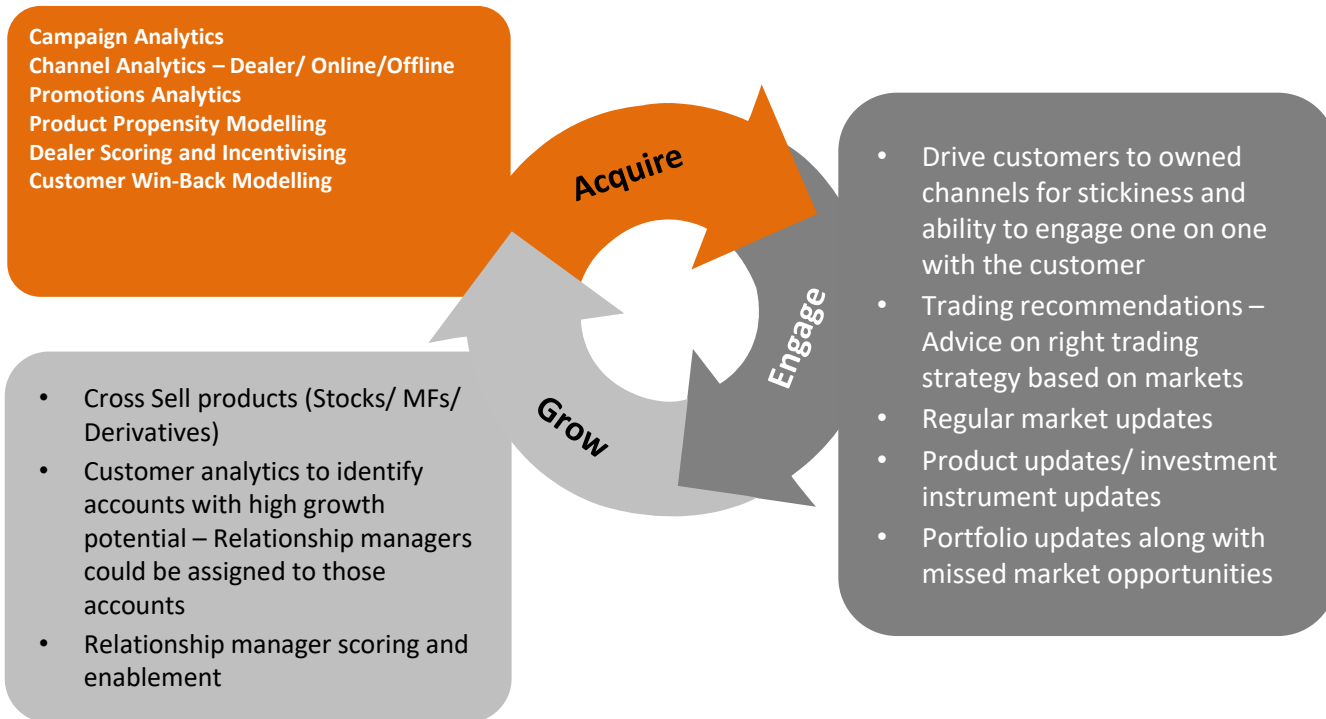
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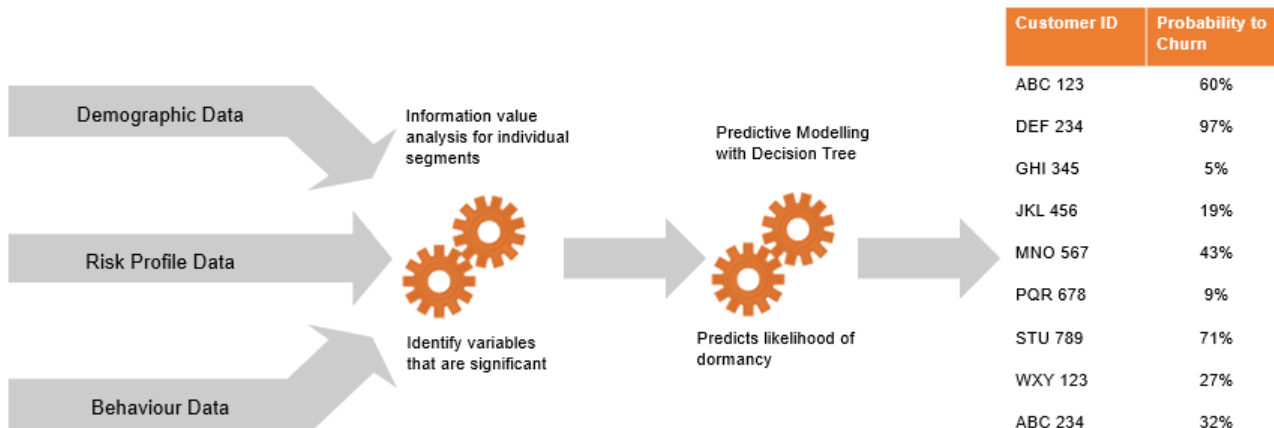
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OUR APPROACH- PREDICTING LIKELIHOOD OF DORMANCY



Our models are predicting with accuracy of over 80%



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OUR APPROACH- ANALYTICS ROAD MAP

Data Management

- ▶ Aggregating data from multiple sources (CRM, trading platform, behavior data on web/mobile, etc..)
- ▶ Data clean up, validation, and standardization
- ▶ Compile relevant market data

Customer Profiling

- ▶ Developing one view of customers
- ▶ Enriching customer data with external and internal data points
- ▶ Integrate social profile of customers

Set up a Customer Engagement Model

Business
Benefits



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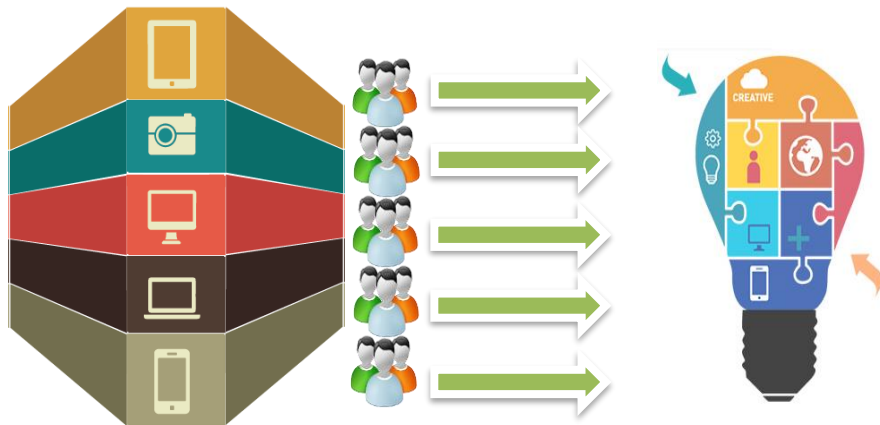
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OUR APPROACH- MAKING INSIGHTS ACTIONABLE

Security firm connects with customers through different channels

Customers across channels are spread over multiple segments

Extremely tailored engagement strategy for each customer



Factor analytics and customer engagement models will make the insights actionable

Our factor analytics models help establish likely reasons for dormancy which can be used for customer engagement

Customer engagement modelling can help us know what is the right message, time and channel to engage with the customer

Case Studies - SNAPSHOTS

LEADING ATM OUTSOURCING COMPANY

Predictive analytics for site selection.

LEADER IN PHARMACEUTICAL MANUFACTURING

Data and trend analytics from sales data.

LARGE FOREX RETAILER

Data analytics to determine incremental sales opportunities.



INCREASED AVERAGE REALIZATION PER CUSTOMER

THE CLIENT

- One of the top 3 forex retailer in India

THE CHALLENGES

- Low up/cross-sell rate

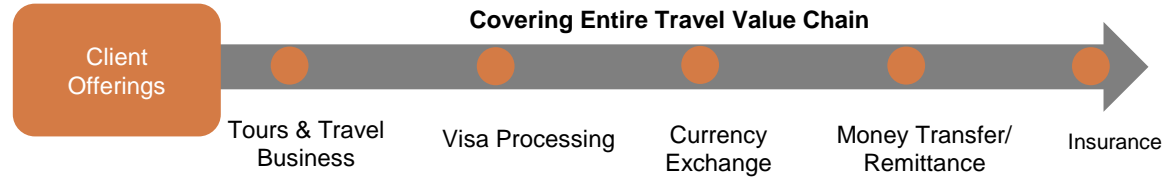
THE SOLUTION

- Used customer segmentation models
- Developed advanced up/cross sell models for determining prospective sales opportunities with existing customers

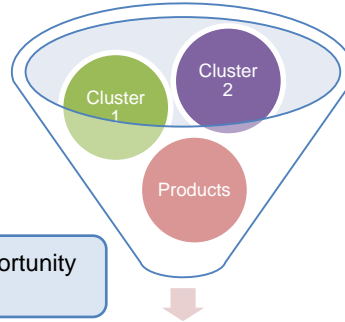
THE RESULTS

- Client witnessed 12% increase in average realization per customer
- Identifying most profitable customer segments - instrumental in re-engineering sales strategy

OUR APPROACH



Input - Mix of product characteristics and customer profiles



Output – Product sale opportunity mapping with clusters

Sell Insurance Product 1 to Customer A

Example:

Frequent forex seeking individuals with high transaction amount can be targeted for high premium insurance products

Up/Cross-Sell Modeling Process

Validation: Complete profiling of customers by demographic, forex product, spend



Customer segmentation based on validated profiles



Up/cross sell model for customer mapping with different product offerings

10% GROWTH Q-o-Q WITH OUR ANALYTICS PILL

THE CLIENT

- USD 3 Bn pharma company

THE CHALLENGES

- Limited clarity on the right drug and geography combination
- Limited awareness about drugs' incremental sales potential

THE SOLUTION

- Identified key focus markets for different drugs
- Developed statistical model for determining drug focus and sales targets across geographies

THE RESULTS

- 8% incremental Q-o-Q sales growth during the first phase
- Sales mix changing by 25% towards earlier ignored drugs

OUR APPROACH

Process

District Segmentation



Estimate district wise demand in individual segments using regression analysis



Identify ignored/ underselling drugs in different districts



Identify most effective way of increasing sales



Define targets, budgets, field force activity levels to increase sales in below average districts

Factors

Population, per capita consumption

Doctor coverage, sales force, stockiest coverage, sales expenses

Dipping sales, drug not present, or low volumes of drugs

Sales sensitivity to sales force, marketing, # of focus drugs, etc.

Sales in similar districts in same segment, historical sales, sales expenditure, doctor/ stockiest coverage

SMART INSIGHTS = REDUCED COST + HIGHER ROI

THE CLIENT

- One of the leading ATM outsourcing companies

THE CHALLENGES

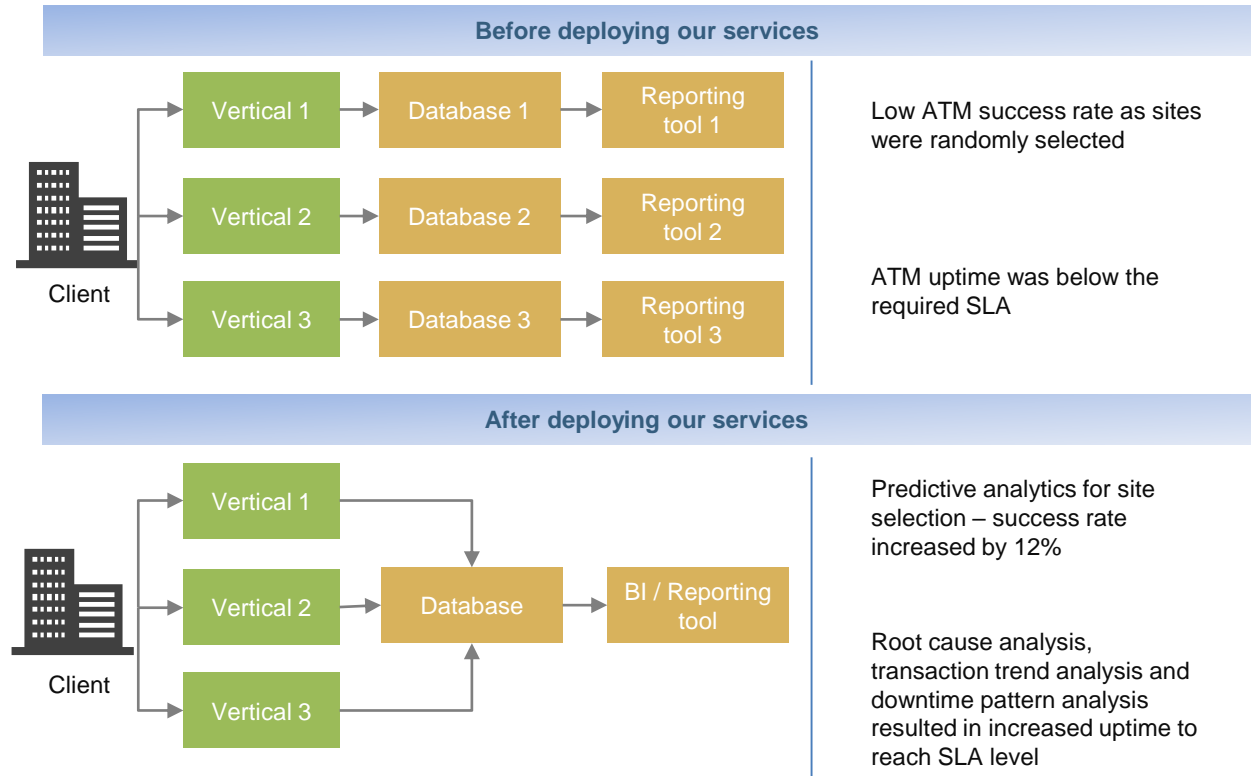
- Multiple data repositories
- Performance tracking in silos
- Low success rate in new site selection
- ATM uptime SLAs not met

THE SOLUTION

- Data management, BI and analytics

THE RESULTS

- Single data repository
- Performance tracking at enterprise level
- 12% increase in success rate of site selection
- Uptime increased by 2.25% surpassing the SLA requirement



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