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Executive Summary

472,102

Number of Clients

460,220

Number of Active Clients

11,882

Inactive Clients

1,726,318

Number of Claims

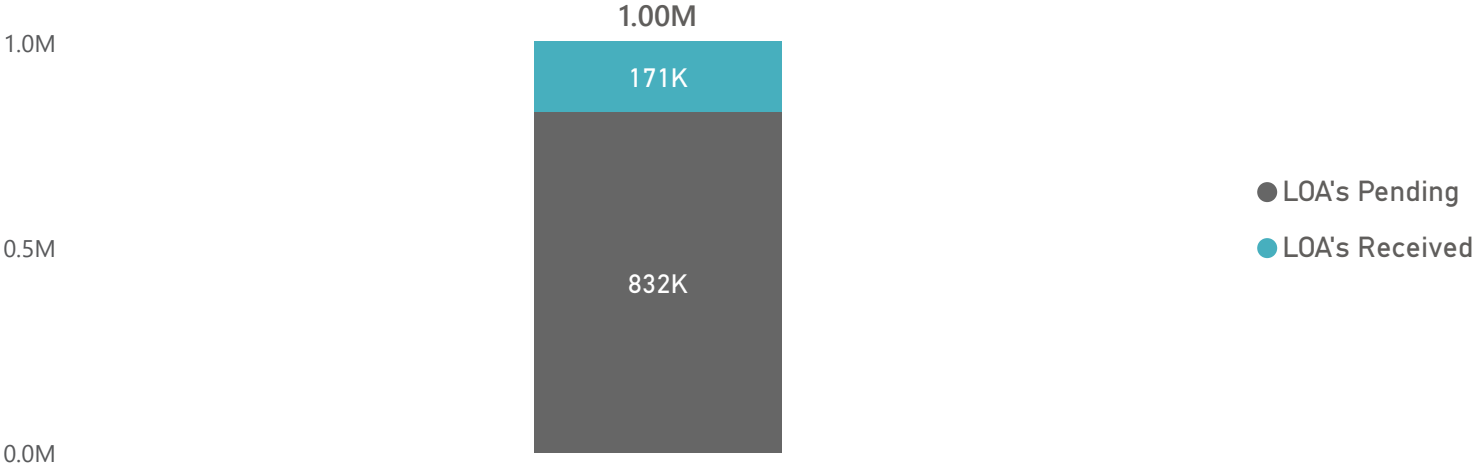
1,649,002

Number of Active Claims

77,316

Inactive Claims

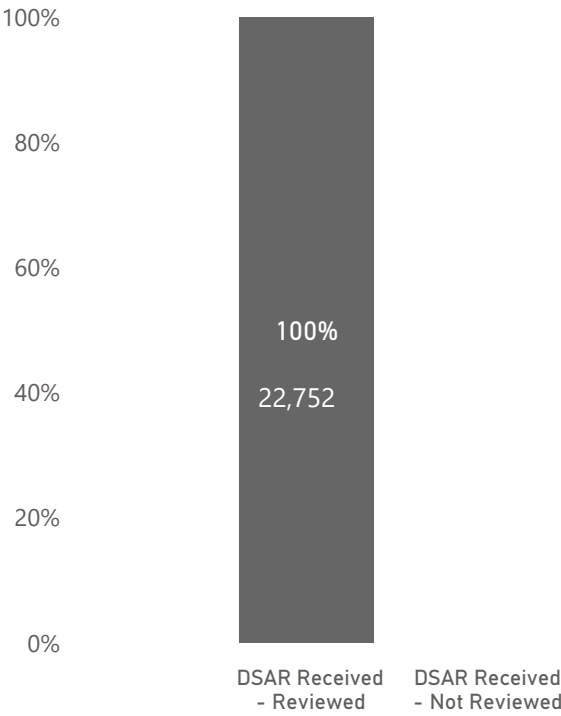
HP LOA Summary



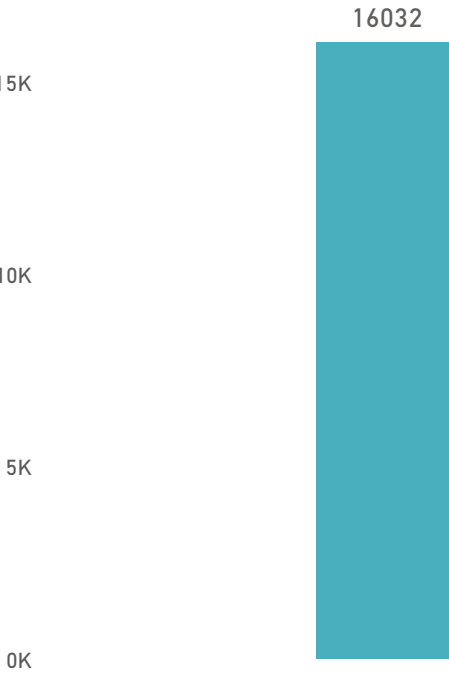
Dsar Sent



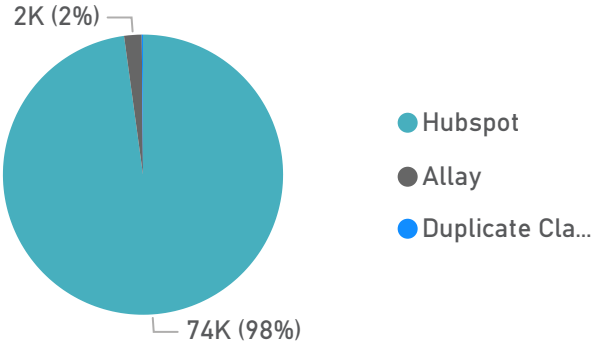
DSAR Summary



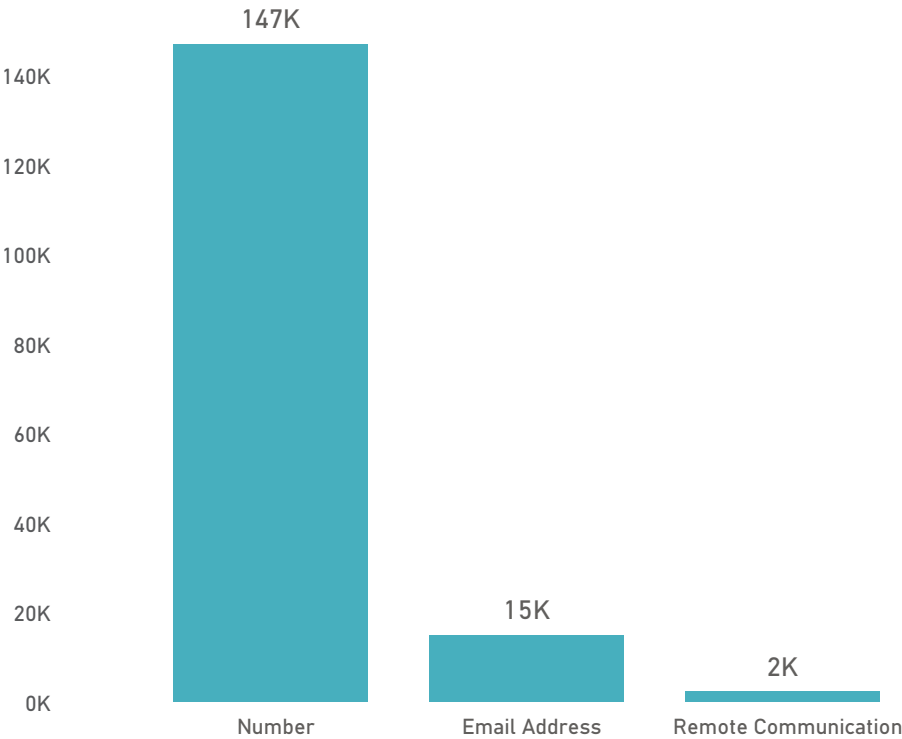
Issued Cases



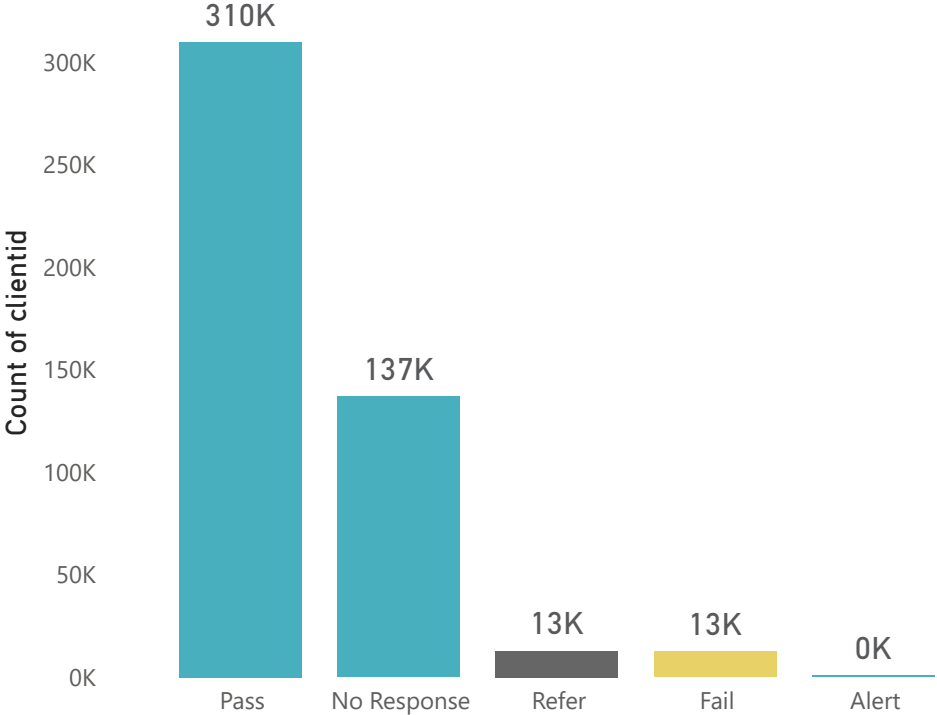
Closed Cases



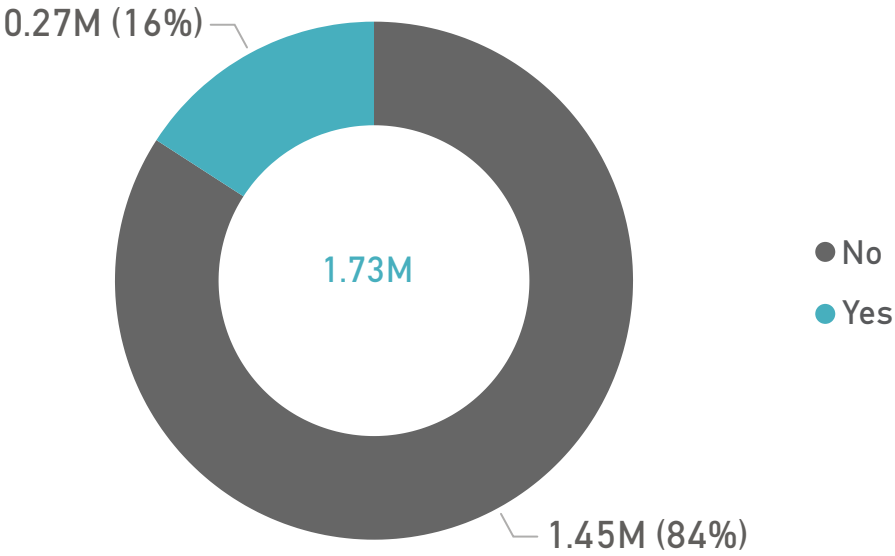
Missing Contact Details



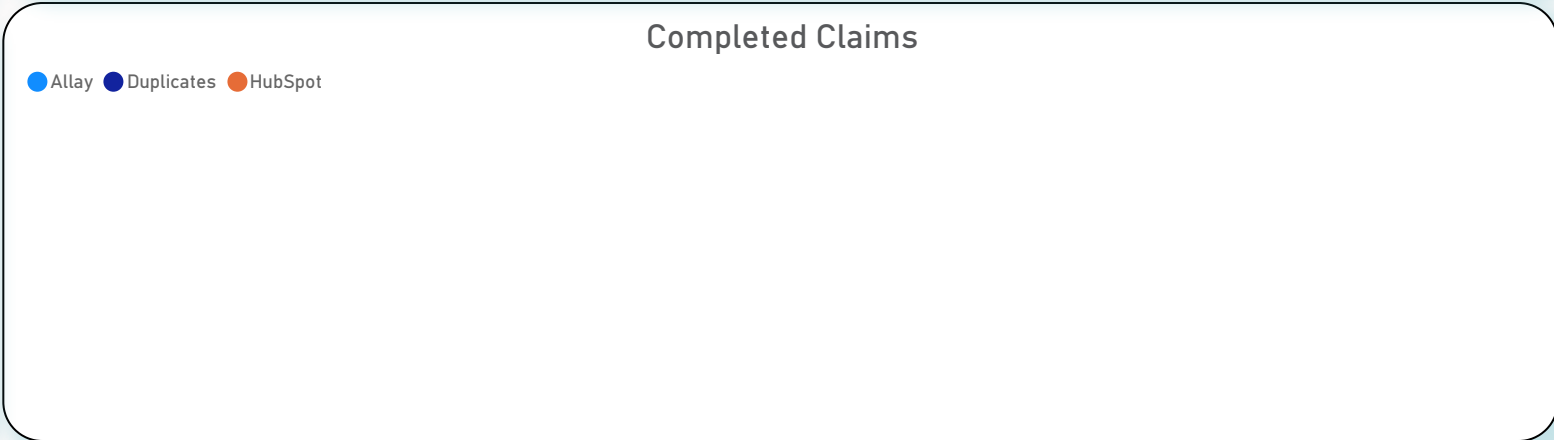
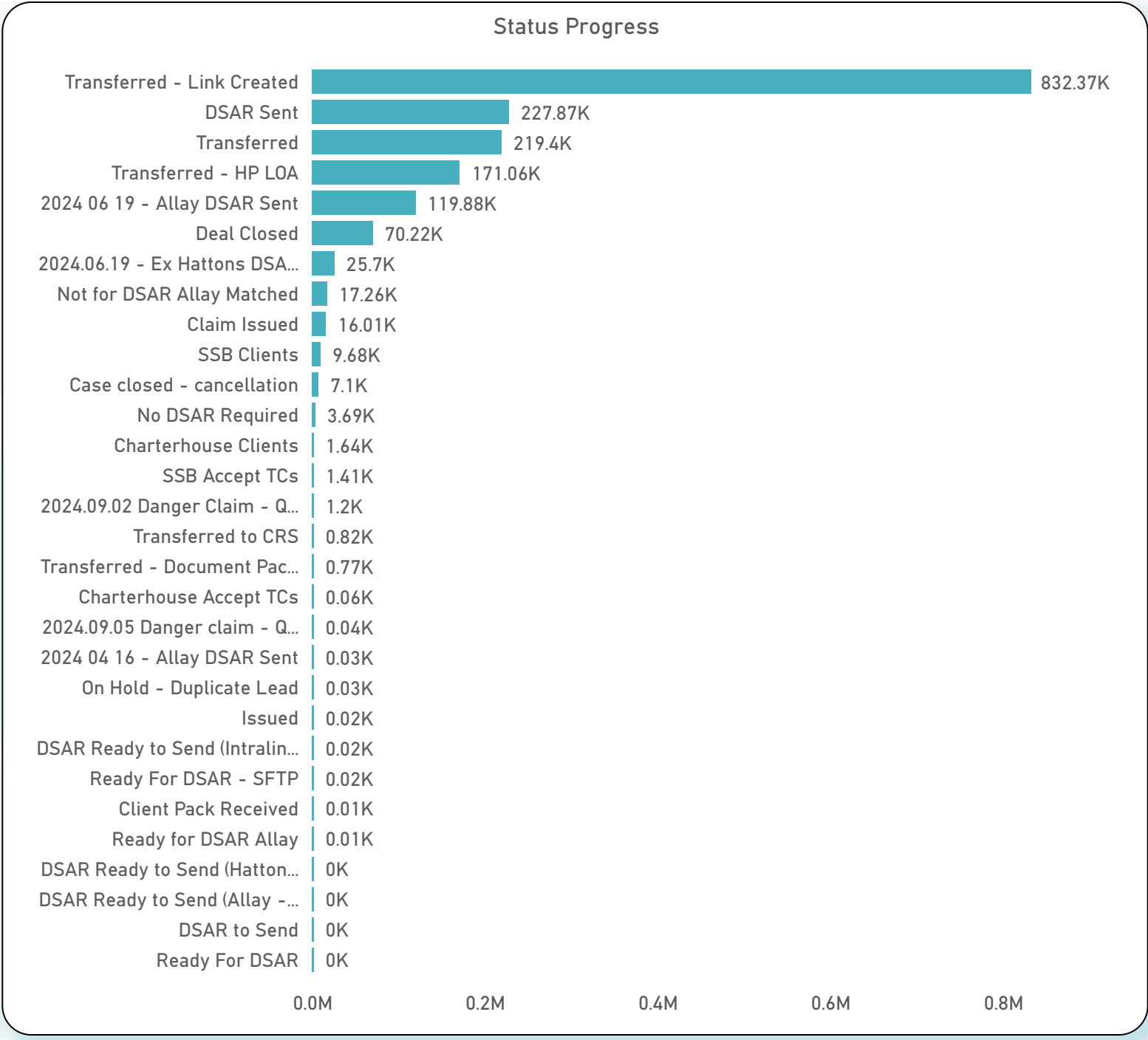
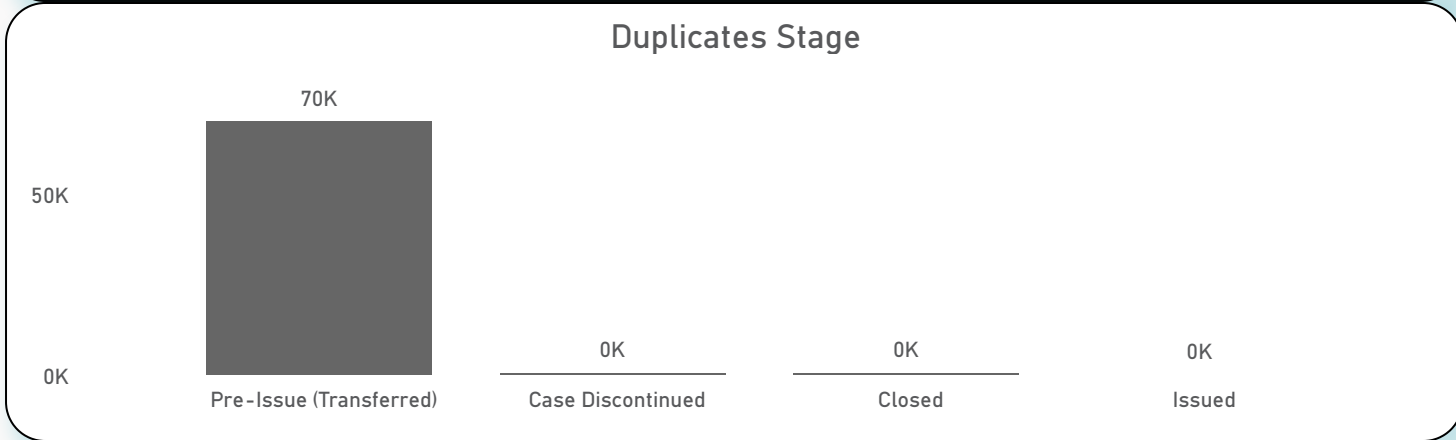
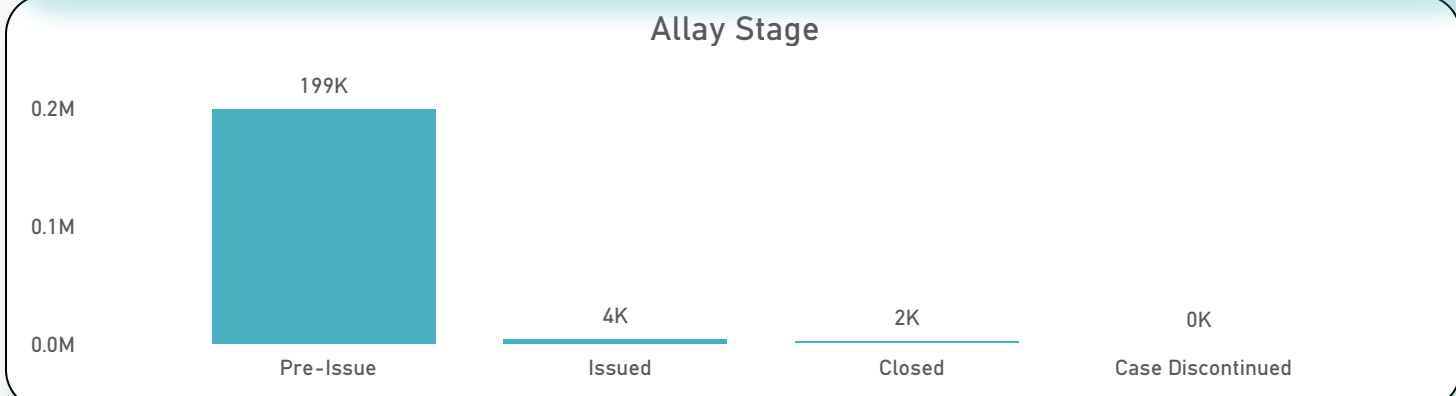
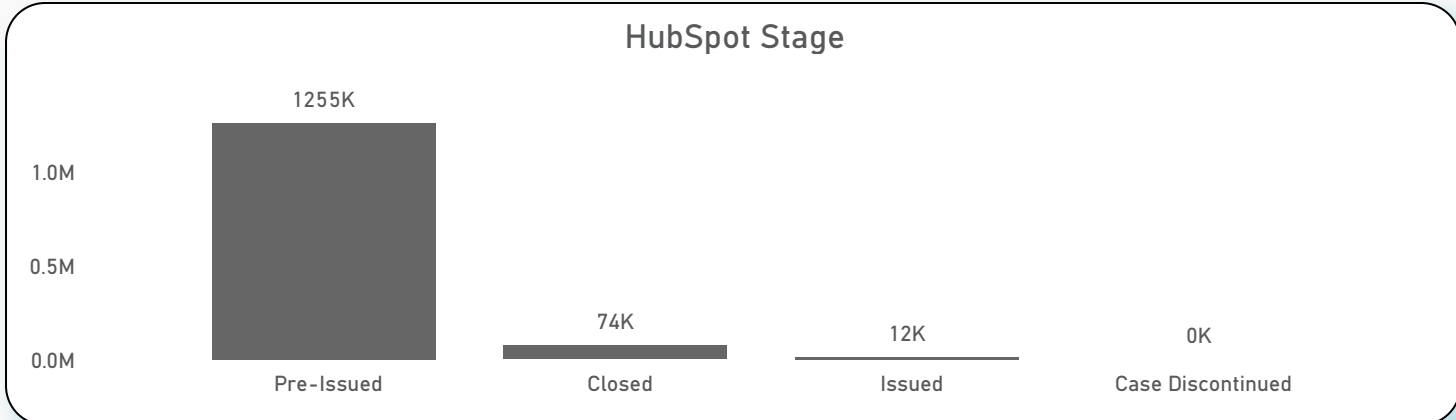
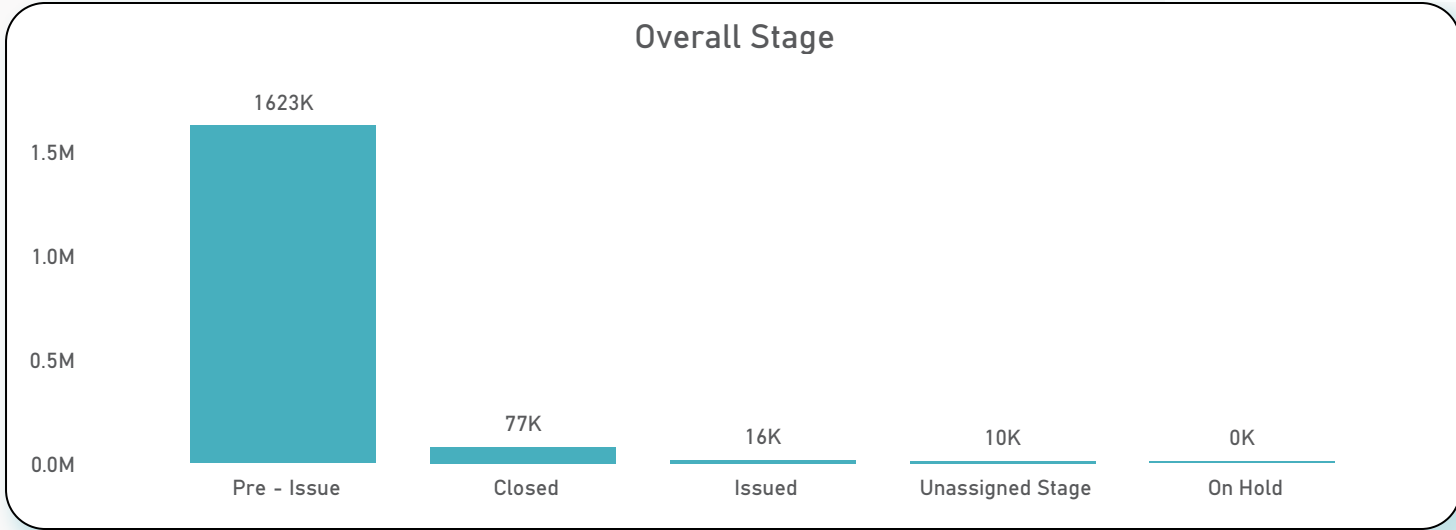
AML Results



PPI Confirmed



Claim Summary



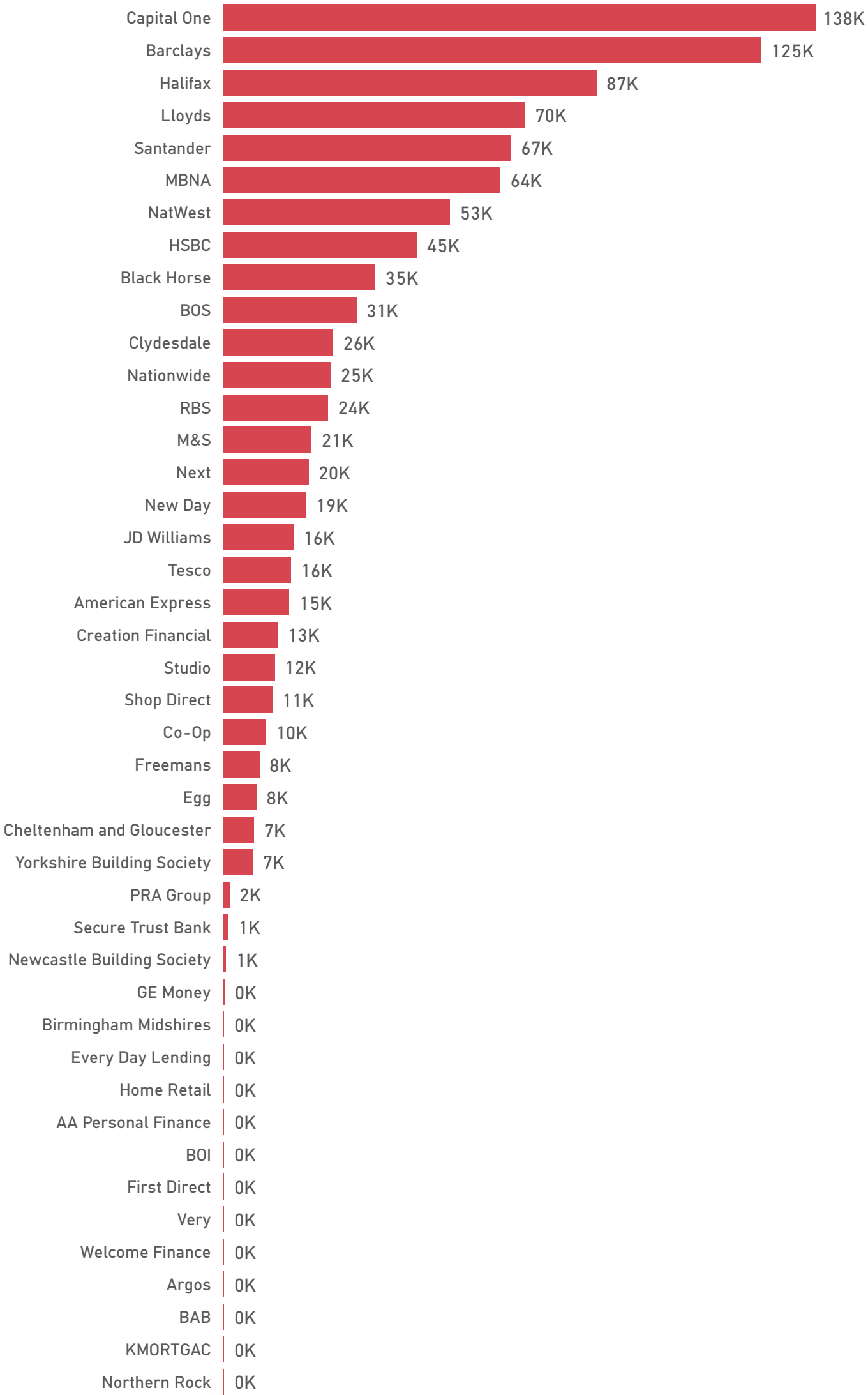
Source	No. Of Clients	Active Clients	Inactive Clients	No. Of Claims	Active Claims	Inactive Claims	Completed Claims	Closed Claims	PPI's Confirmed	Without Contact Details
Hubspot	366,135	365,409	776	1340504	1,338,172	73,502		73502		1229
Resolver	9,630	9,550	81	93693	92,524	1,923		1923		
Allay	61,632	61,113	522	204003	202,364	1,520		1520	204003	
SSB	11,987	11,972	15	12058	12,042	144		144		853
Duplicate Claim Evidence	22,219	22,195	24	70000	69,916	107		107	70000	188
News UK	794	790	4	2638	2,624	104		104		
Charterhouse	987	987		1711	1,711	14		14		
Clockwork Claims	289	289		309	309	1		1		1
GL	53	53	4	98	94	1		1		1
ABCrm Re-sign	50	50		64	64					
AIA Solicitors	3	3		3	3					
API Lead	1	1		1	1					
Ashley Howard	108	108		109	109					
Bank Smart	1	1		1	1					
Bennett Jones	133	133		309	309					
Binghams Solicitors	1	1		1	1					
Braziers	1	1		1	1					
Braziers Mix	109	109		181	181					
Braziers PNB	14	14		22	22					
Central Claims Group	2	2		2	2					
Claim Thru Us	24	24		24	24					
Claims to Gain Rejected	1	1		1	1					
Conclusive Financial	31	31		31	31					5
Edwards Hoyle	6	6		6	6					
Fountain Finance Plevin	150	150		236	236					
Fountain Timed Out	1	1		1	1					
FRS	3	3		3	3					
Hendersons	1	1		1	1					
https://hp-loa-frontend.vercel.app	20	18	2	75	69					
https://ppiglodev.geniusleads.co.uk	1	1		3	3					
Hubspot Re-sign	5	5		5	5					
JPS	23	23		24	24					
JPS PNB 2	2	2		2	2					
JPS Rejected Timed Out	1	1		2	2					
Legal UK Services	24	24		24	24					
MG Financial Ltd	1	1		1	1					
My Claim Group	55	55		69	69					9
News_UK	1	1		1	1					
Source of Lead	1	1		1	1					
Test	1	1		1	1					
The Fair Trade Practice	50	50		50	50					2
Your Money Claim	45	45		49	49					
Total	472,102	470,743	1,424	1726318	1,721,054	77,316		77316	274003	2288

Case by Lender - Overall

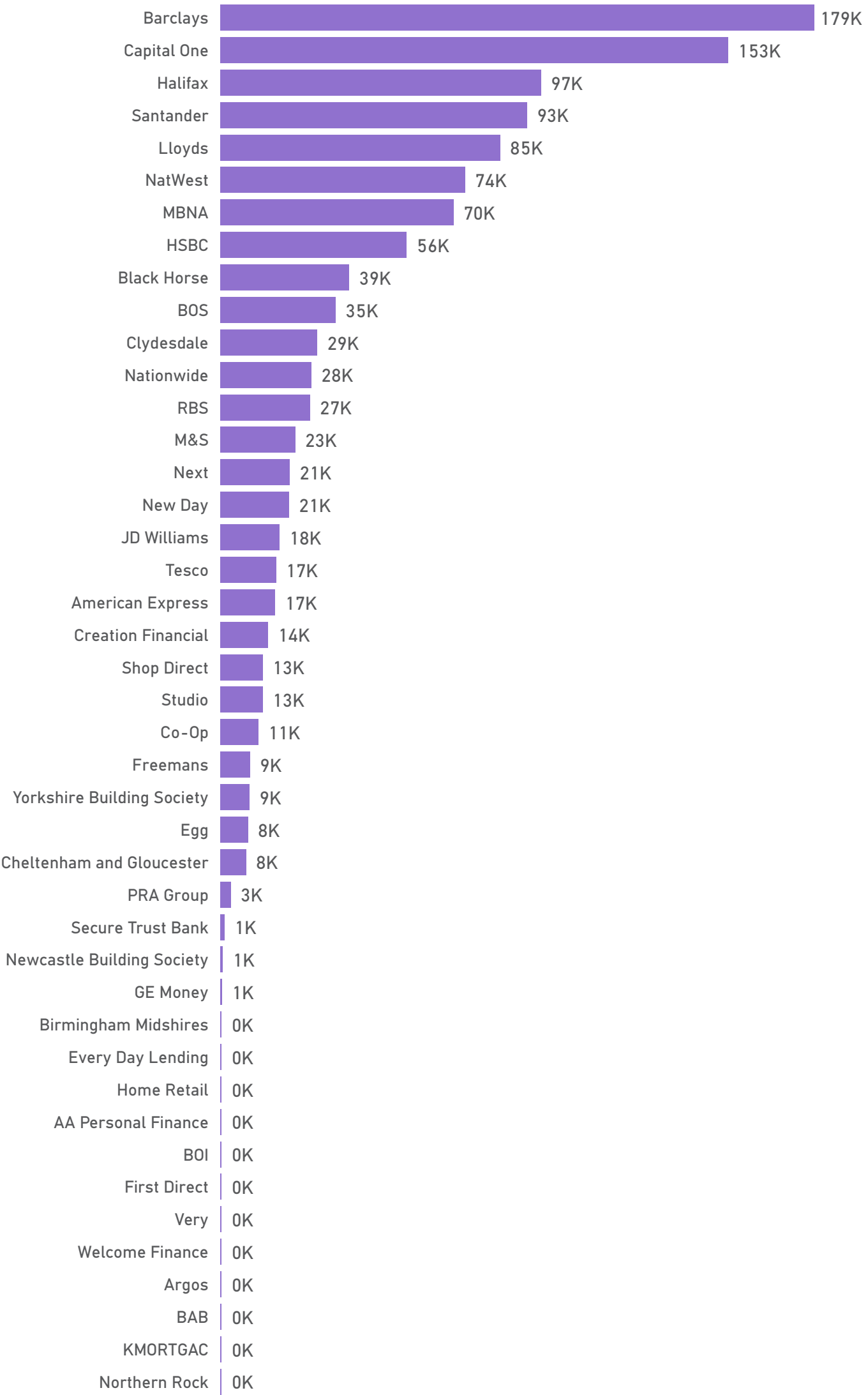
Lender	Active Claims ▼	DSAR Not Yet Submitted	DSAR Submitted	Issued	Closed
	381,346	193753	181443	0	3664
Capital One (Europe) plc	170,792	130040	24694	9	387
Barclaycard	117,862	97223	18387	2	295
Halifax	108,456	84021	14437	0	274
Santander	105,034	85466	13246	2	292
Lloyds	97,464	75542	10777	1	363
Barclays	86,161	72899	11528	2	221
Natwest	85,926	72029	13005	0	246
MBNA Limited	79,360	57670	11907	0	198
HSBC	65,151	49569	8461	2	152
Blackhorse	43,810	30776	7636	0	99
Bank of Scotland plc	39,846	30041	5781	0	95
Clydesdale Bank PLC	34,397	28542	5539	1	77
Nationwide	32,336	27520	4334	1	101
RBS	31,058	25715	4893	0	71
Marks & Spencer	26,291	21755	3714	0	72
Next	23,916	19823	3786	0	50
NewDay Ltd	23,714	18023	4051	0	61
American Express	19,916	16759	2948	0	60
JD Williams	19,904	15852	3446	0	48
Tesco Bank	19,776	16417	3152	0	47
Creation Financial Services	17,248	14140	2952	0	41
Shop Direct	14,699	12272	2199	0	41
Studio	14,043	10936	2378	0	22
Co-op	13,468	11013	1942	0	27
Freemans	10,201	8488	1607	0	19
Canada Square Operations	9,386	7174	1761	0	30
Cheltenham and Gloucester	8,887	6932	1417	0	12
Yorkshire Building Society	7,377	5690	1012	0	16
PRA Group (UK) Limited	3,551	3418	130	0	4
Yorkshire Bank	2,401	1943	448	0	1
Secure Trust Bank	1,891	1639	232	0	7
Newcastle Building Society	854	696	120	1	4
Argos	483	483	0	0	0
GE Money Home Lending Limited	436	362	72	0	0
Birmingham Midshires	391	356	27	0	1
Egg Banking	364	364	0	0	0
Welcome Finance	303	301	2	0	0
Northern Rock	235	235	0	0	0
First Direct	176	176	0	0	0
Very	143	142	1	0	0
Everyday Lending	138	136	2	0	0
Sainsbury's Bank plc	137	137	0	0	0
Bradford and Bingley	116	116	0	0	0
Bank of Ireland UK	113	113	0	0	0
Capital One	100	9	0	0	1

Case by Lender - Active

Active Clients by Lender



Active Claims by Lender



Case by Lender (Interactive)

AA Personal Finance

American Express

Argos

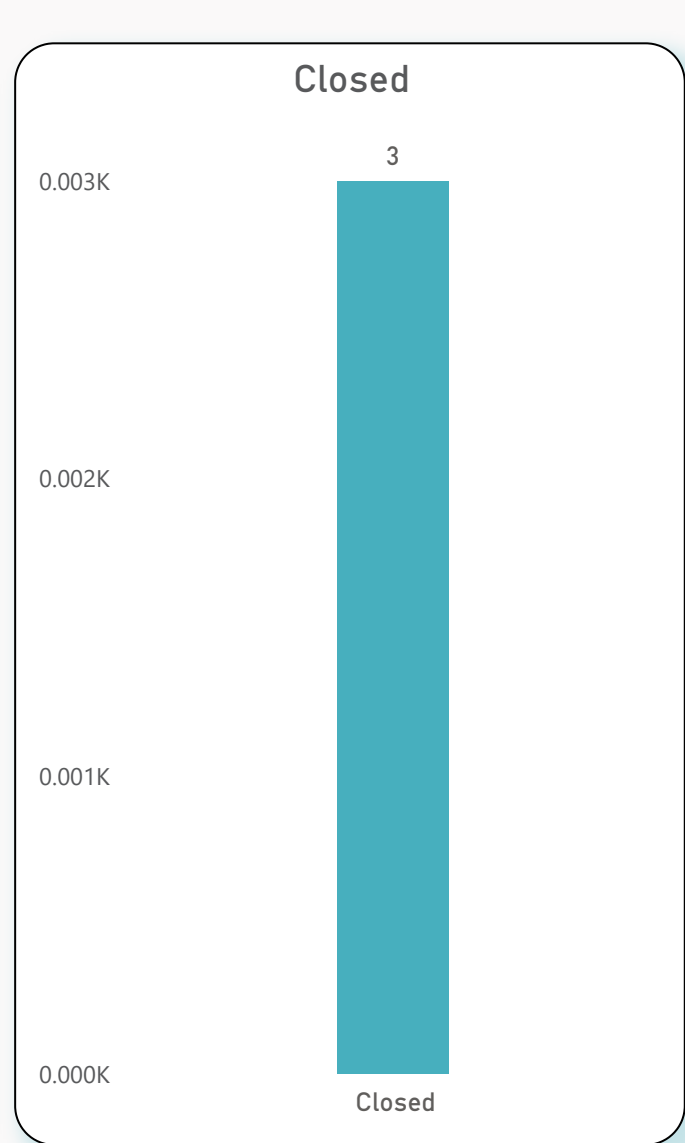
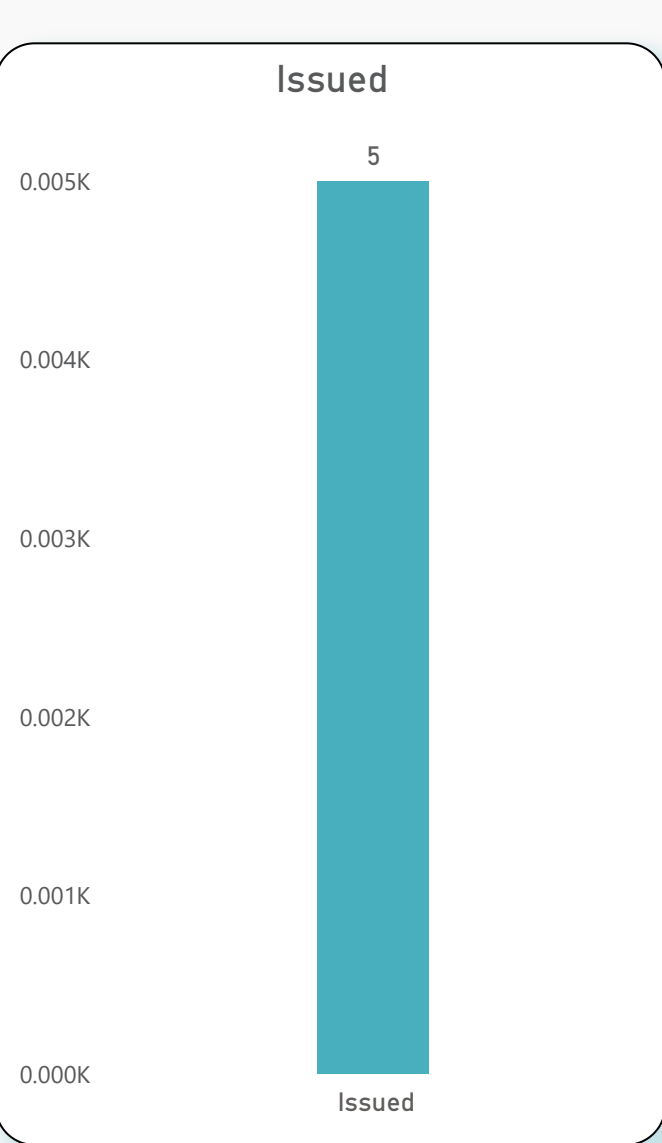
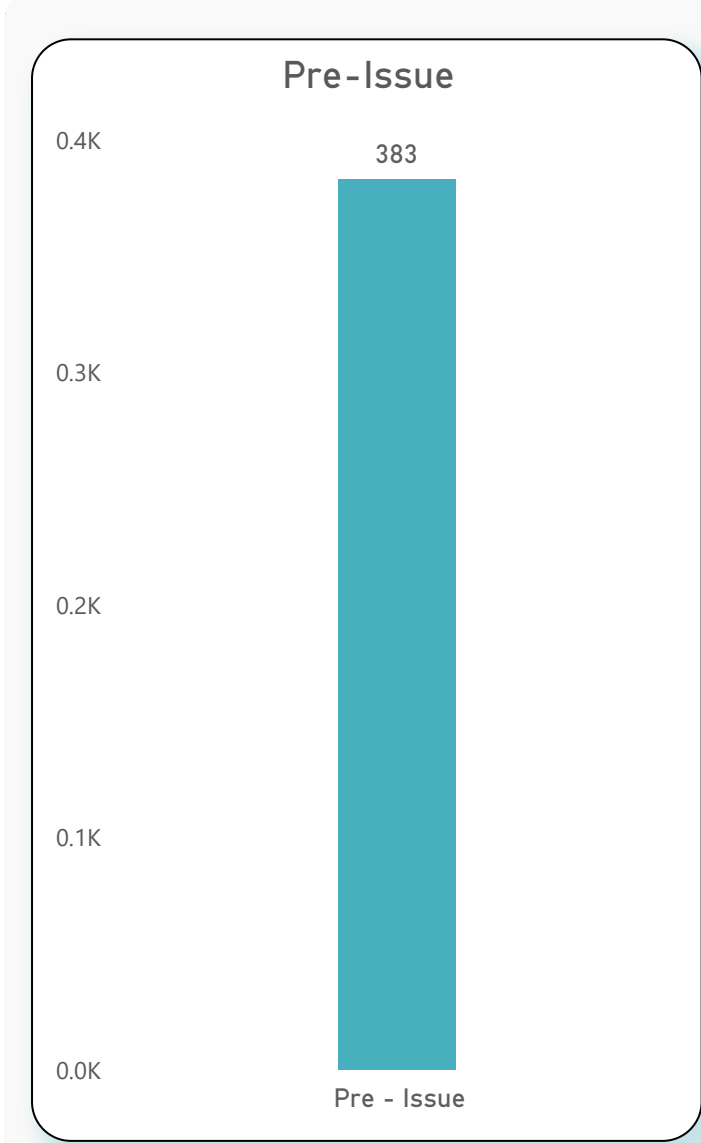
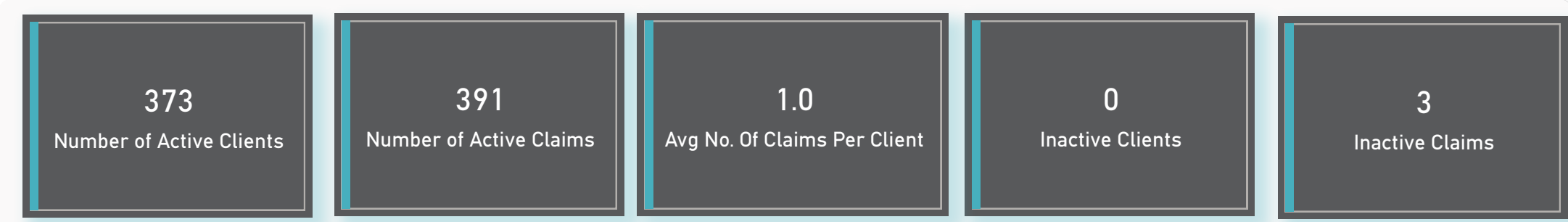
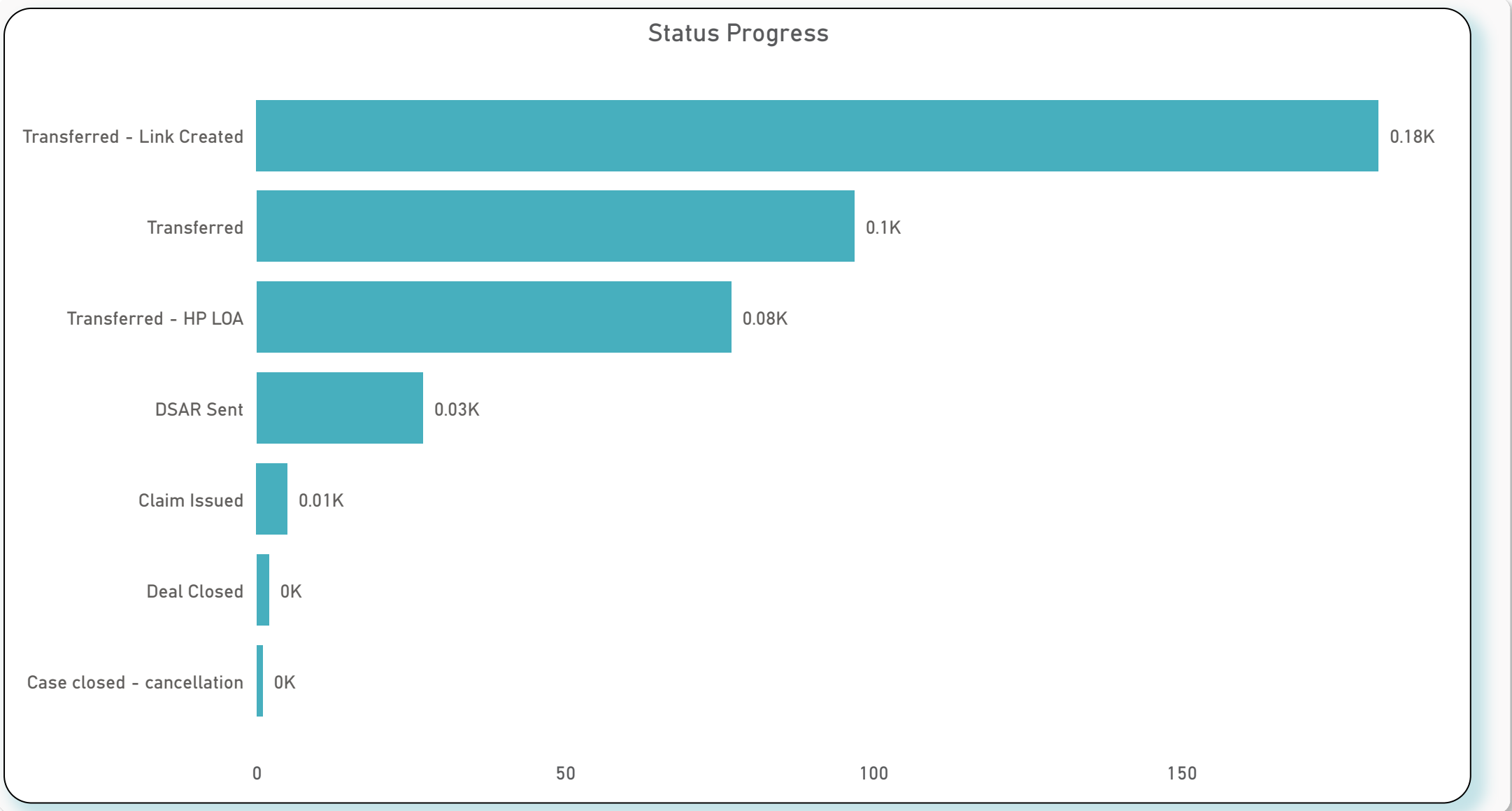
BAB

Barclays

Birmingham Midshires

Black Horse

BOI



Lenders	Active Claims	DSAR Not Submitted	DSAR Submitted	Issued	Closed
		0	0	0	0
AA Personal Finance		0	0	0	0
American Express		0	0	0	0
Argos		0	0	0	0
BAB		0	0	0	0
Barclays		0	0	0	0
Birmingham Midshires	391	356	27	0	1
Black Horse		0	0	0	0
BOI		0	0	0	0
BOS		0	0	0	0
Capital One		0	0	0	0
Cheltenham and Gloucester		0	0	0	0
Clydesdale		0	0	0	0
Co-Op		0	0	0	0
Creation Financial		0	0	0	0
Egg		0	0	0	0
Every Day Lending		0	0	0	0
First Direct		0	0	0	0
Freemans		0	0	0	0
GE Money		0	0	0	0
Halifax		0	0	0	0
Home Retail		0	0	0	0
HSBC		0	0	0	0
JD Williams		0	0	0	0
KMORTGAC		0	0	0	0
Lloyds		0	0	0	0
M&S		0	0	0	0
MBNA		0	0	0	0
Nationwide		0	0	0	0
NatWest		0	0	0	0
New Day		0	0	0	0
Newcastle Building Society		0	0	0	0
Next		0	0	0	0
Northern Rock		0	0	0	0
PRA Group		0	0	0	0
RBS		0	0	0	0
Santander		0	0	0	0
Secure Trust Bank		0	0	0	0
Shop Direct		0	0	0	0
Studio		0	0	0	0
Tesco		0	0	0	0
Very		0	0	0	0
Welcome Finance		0	0	0	0
Yorkshire Building Society		0	0	0	0

Dataset Analysis

Shared Columns by Source With High Data Presence %		
Column	Alloy Data Presence %	HubSpot Data Presence %
Address1	100%	100%
Balancedue	100%	100%
Casedate	100%	100%
Casedescription	100%	100%
Casediscount	100%	100%
Caseid	100%	100%
Casenett	100%	100%
Caseowner	100%	100%
Casetotal	100%	100%
Casetype	100%	100%
Casevat	100%	100%
Clientid	100%	100%
Clientstatusanonymised	100%	100%
Clientstatuscancelled	100%	100%
Clientstatusconflict	100%	100%
Clientstatusdeceased	100%	100%
Clientstatusverified	100%	100%
Dob	100%	100%
Emailaddress	100%	99%
Firstname	100%	100%
Idverified	100%	100%
Jobtotalredress	100%	100%
Overallstatus	100%	100%
Postcode	100%	100%
Previousstatus	99%	94%
Procedure	100%	100%
Reportdate	100%	100%
Source	100%	100%
Sourceid	100%	100%
Status	100%	100%
Statusdate	100%	100%
Statuslastupdated	99%	94%
Surname	100%	100%
Totalcredit	100%	100%
Town	100%	96%
Uid	100%	100%
Url	100%	100%
Vulnerable	100%	100%

Personal Details		
Column	Alloy Data Presence %	HubSpot Data Presence %
Country	0%	0%
Introducerid	0%	0%
Middlename	0%	0%
Mobileno	95%	0%
Nationalinsurancenum	0%	0%
Previousaddress1	77%	0%
Previousaddress2	50%	0%
Previousaddress3	31%	0%
Previousname	28%	0%
Telephoneno	0%	0%
Worktel	0%	0%
County	35%	5%
Address2	43%	45%
Town	100%	96%
Emailaddress	100%	99%
Address1	100%	100%
Clientid	100%	100%
Clientstatusanonymised	100%	100%
Clientstatuscancelled	100%	100%
Clientstatusconflict	100%	100%
Clientstatusdeceased	100%	100%
Clientstatusverified	100%	100%
Dob	100%	100%
Firstname	100%	100%
Idverified	100%	100%
Postcode	100%	100%
Surname	100%	100%
Uid	100%	100%
Url	100%	100%
Vulnerable	100%	100%

Dataset Analysis Cont.

Shared Columns by Source With High Missing Data %		
Column ▲	Allay Missing Data %	HubSpot Missing Data %
Accountnumber	99%	100%
Additionaldetails1	100%	100%
Additionaldetails2	100%	100%
Casecompleteddate	100%	100%
Casereference	100%	100%
Chequeamountreceived	100%	100%
Claimformreference(casecustomfield)	100%	100%
Claimreadytobeissued(casecustomfield)	100%	100%
Claimreviewoutcome(casecustomfield)	100%	100%
Claimtype(casecustomfield)	100%	100%
Commissionretainedbydefendantafterpayment(casecustomfield)	100%	100%
Company	100%	100%
Country	100%	100%
Creditagreement-enddate(casecustomfield)	100%	100%
Creditagreementreference number(casecustomfield)	100%	100%
Creditagreement-startdate(casecustomfield)	100%	100%
Creditproducttype(casecustomfield)	100%	100%
Dateofissue(casecustomfield)	100%	100%
Datedredressoffereddateoftpo(casecustomfield)	100%	100%
Dealclosed(casecustomfield)	100%	95%
Dsarreadytosubmit(casecustomfield)	100%	100%
Dsarreceivedfromlenderurl(casecustomfield)	100%	98%
Feeamount	100%	100%
Fileowner	100%	100%
Highestknowncommission(casecustomfield)	100%	100%
Isfirsttimeborrower	100%	100%

Shared Columns by Source With High Missing Data %		
Column ▲	Allay Missing Data %	HubSpot Missing Data %
Accountnumber	99%	100%
Additionaldetails1	100%	100%
Additionaldetails2	100%	100%
Casecompleteddate	100%	100%
Casereference	100%	100%
Chequeamountreceived	100%	100%
Claimformreference(casecustomfield)	100%	100%
Claimreadytobeissued(casecustomfield)	100%	100%
Claimreviewoutcome(casecustomfield)	100%	100%
Claimtype(casecustomfield)	100%	100%
Commissionretainedbydefendantafterpayment(casecustomfield)	100%	100%
Company	100%	100%
Country	100%	100%
Creditagreement-enddate(casecustomfield)	100%	100%
Creditagreementreference number(casecustomfield)	100%	100%
Creditagreement-startdate(casecustomfield)	100%	100%
Creditproducttype(casecustomfield)	100%	100%
Dateofissue(casecustomfield)	100%	100%
Datedredressoffereddateoftpo(casecustomfield)	100%	100%
Dealclosed(casecustomfield)	100%	95%
Dsarreadytosubmit(casecustomfield)	100%	100%
Dsarreceivedfromlenderurl(casecustomfield)	100%	98%
Feeamount	100%	100%
Fileowner	100%	100%
Highestknowncommission(casecustomfield)	100%	100%
Isfirsttimeborrower	100%	100%

Columns by Source With Varying Missing Data %		
Column ▲	Allay Data Presence %	HubSpot Data Presence %
Accountnumber(casecustomfield)	100%	0%
Allayclaimantid(casecustomfield)	100%	0%
Allayclaimid(casecustomfield)	100%	0%
Amlresult(clientcustomfield)	0%	93%
Claimedinfull(casecustomfield)	100%	0%
Clientvetting(clientcustomfield)	0%	91%
County	35%	5%
Dealname(casecustomfield)	0%	100%
Dsarbatchnumber(casecustomfield)	89%	3%
Dsarfilelocation(casecustomfield)	89%	3%
Dsarrequestdate(casecustomfield)	89%	3%
Dsarresponsedate(casecustomfield)	100%	0%
Dsarresponsenotes(casecustomfield)	100%	0%
Dsarsenttolenderurl(casecustomfield)	0%	84%
Hploalink(clientcustomfield)	0%	98%
Instructedanothersolicitor(casecustomfield)	100%	0%
Lenderbrand(casecustomfield)	0%	100%
Lendername(casecustomfield)	100%	0%
Lenderpresubmissionreference(casecustomfield)	69%	0%
Lenderreference(casecustomfield)	74%	0%
Loalink(casecustomfield)	100%	17%
Loantype(casecustomfield)	99%	0%
Mobileno	95%	0%
Ppiconfirmed(casecustomfield)	100%	0%
Previousaddress1	77%	0%
Previousaddress2	50%	0%
Previousaddress3	31%	0%
Previousname	28%	0%
Sourceid(case)(casecustomfield)	0%	100%
Sourceid(client)(clientcustomfield)	0%	100%
Sublendername(casecustomfield)	23%	0%
Title	100%	0%
Welcomepacklink(casecustomfield)	100%	0%