

# Comprehensive Analytics Expertise - A few use cases and methodology

- > Data Science Partnership- Our Approach
- > Acquisition – Improving Top Line Growth

## Data Science Partnership- Our Approach

- Our approach to data science is based on automating the manual efforts to understand data which consumes a significant effort of a data scientist’s time and effort
- We also believe that spend on data science efforts should be affordable and driven by technology

Data Science setup	Our Approach	Platform
<ul style="list-style-type: none"> <li>• Setting up a data science computing platform is challenging</li> <li>• Cost for such efforts is upwards of multi-million \$.</li> <li>• Projects typically take anywhere upto 1-2 years</li> <li>• Often insights derived for business are not relevant</li> <li>• Current data science setups are labour centric services that spawn inefficiencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Modular automated framework helps corporations address three critical issues</li> <li>• Understand if data available is good to support the use case</li> <li>• Reduce time to insights generation from weeks to days</li> <li>• Retain focus of data scientists on analyzing data patterns and model build</li> </ul>	<ul style="list-style-type: none"> <li>• Our platform helps enterprise adopt Data Science and in a seamless manner</li> <li>• Holistic data management - Ingestion, Data Characteristics &amp; Interactions and Data Quality</li> <li>• Insight Generation and Modelling - Visual Maps, Data density - outliers / anomalies,</li> <li>• Segmentation, Classification, regression and forecasting models</li> </ul>

## Acquisition – Improving Top Line Growth

### Key Challenges Faced by Corporations

- Optimized pricing strategy to stay attractive
- Identify right customer segments
- Opportunity to cross-sell / up-sell
- Retain profitable customers

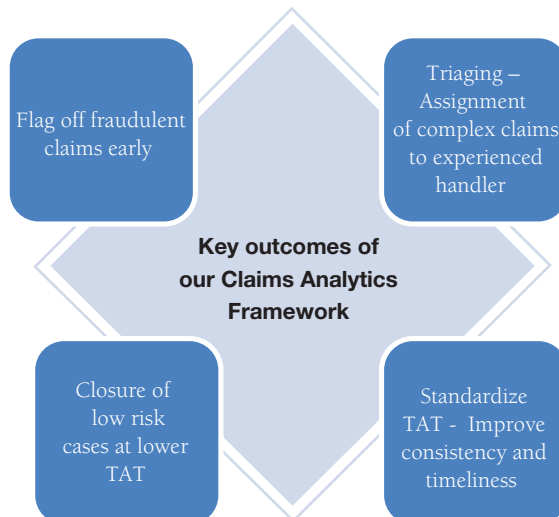
> Acquisition – Improving Top Line Growth  
 > Risk Management – Claims Analytics

### OUTCOMES

- 4 step approach to increase acquisition while focusing on customer quality
- Price point analysis - to help define a customized pricing strategy across segments
- Specialised customer segments to help understand customer behaviour
- Next best product recommendation for cross sell
- Identify profitable customers at high risk of attrition
- Empower front end teams to have tailor made conversations with the customers for better cross sell and retention

DATA	APPROACH	DATA SCIENCE TECHNIQUES
	Product sales analysis – Conversion ratio / price sensitivity	Which prospects drop off after participating in quote process and why? Product sales analysis – Conversion ratio / price sensitivity
	Create segment profiles to identify profitable / low risk customers	Create behavioral customer groups and link to socio economic profile Create segment profiles to identify profitable / low risk customers
	Product Affinity analysis	Identify products likely to be bought together across the segments Product Affinity analysis
	Retention / Recapture Contact strategy	Retain profitable customers without fear of waking up the dead Retention / Recapture Contact strategy

### Risk Management – Claims Analytics

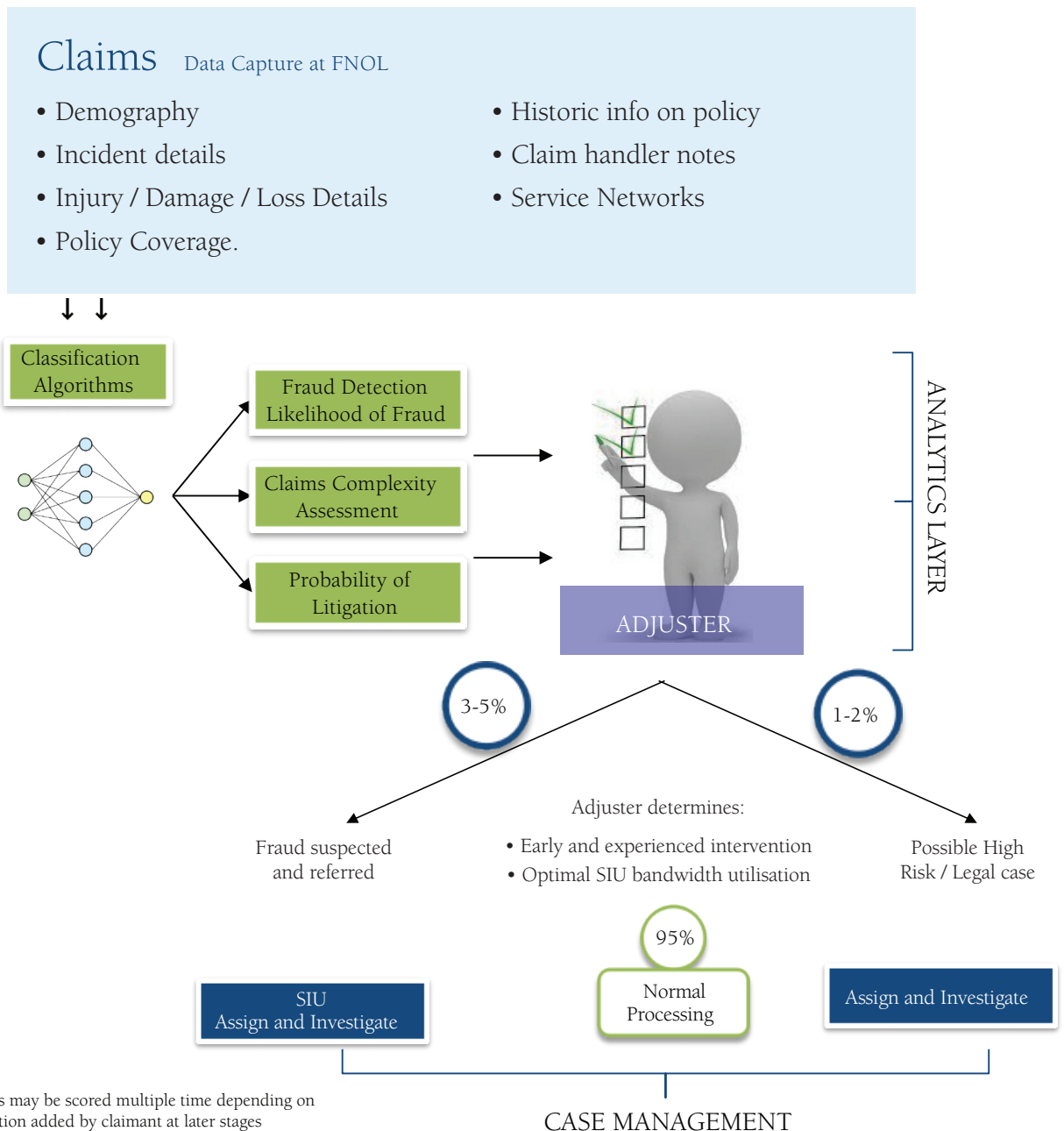




## Data Science Support

- Data maturity analysis – Understand how comprehensive data is, before initiating model build
- Model build - Close coordination with business stakeholders
- Classification models - Classical /ensemble machine learning models or deep learning models for highly accurate predictions
- Simulation models – Scenario based prediction models
- Validation - Performance monitoring with Ops team before final implementation
- Monthly model decay monitor – Monthly monitor to ensure optimal model performance

## WORKFLOW \*





## About EXDION

Exdion comes with over 15 years of Property and Casualty Insurance expertise.

Exdion services clients ranging from Fortune 500 to small and medium sized carriers and brokers. Exdion is ISO 9001 certified for Quality and ISO 27001 and HIPAA certified for information security.

The company thrives on Business Excellence and leverages models such as Kaizen and Six Sigma along with technology enablers, to continually enhance value to customers. Exdion lays great emphasis on Accountability, Integrity, Innovation, Transparency and most importantly Customer Focus. Exdion continually strives to deliver transformational excellence through technology-centric process optimization and continual knowledge enhancement. Exdion is also closely associated with “The Institutes” and 1 in 8 of its staff today are certified in various US and UK Insurance programs.

Exdion’s solutions include Transformation Consulting, Business Process Management, Analytics and Policy Lifecycle Maturity frameworks that leverage CLOUD FIRST technologies.

For more information visit us at



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