TO PERFORM ANALYTICS AND PREDICTIVE MODELLING ON CRITICAL DATA

The Client is a leading diversified financial services company and bank holding company.

OBJECTIVE

Business Stakeholders wanted to acquire certain critical data to integrate into their system in order to perform analytics and predictive modelling to garner more mortgage clients.

Our team of Consultants decided to go the Agile methodology way since the requirements were dynamic. So we opted for sprint cycles to promote the velocity and adaptability. Our consultants proposed to bring in more marketing data to determine potential prospects in the mortgage market. And applied analytics and predictive modelling using Dataiku on the prospect data to get them converted to clients by providing a snapshot on CRM dashboard to the financial advisors.

BUSINESS CHALLENGES

After initial rollout of mortgage applications for existing customers, there was a challenge in bringing in more customers from outside market as the stakeholder was considerably new in the mortgage line of business.

OUTCOME

Vajrasys Consultants were successfully able to bring in the client data and use it for their data analytics to narrow down the targeted clients and bring in more customers based on the client interests and other logistics. This initiative made it possible for us to do the integration with the vendor data and apply reporting capabilities over it which enabled us to create predictive models for new prospects that we could bring it onboard to a new platform.