![BellaDati]

BellaDati Machine Learning Use Case
Churn Prediction & Prevention
Find and retain customers who are about to leave

The Challenge

It's cheaper to retain existing customers than it is to find and onboard new ones. However, it is difficult to identify at-risk customers before they leave, and to define the right preventative measures it would take to keep them.
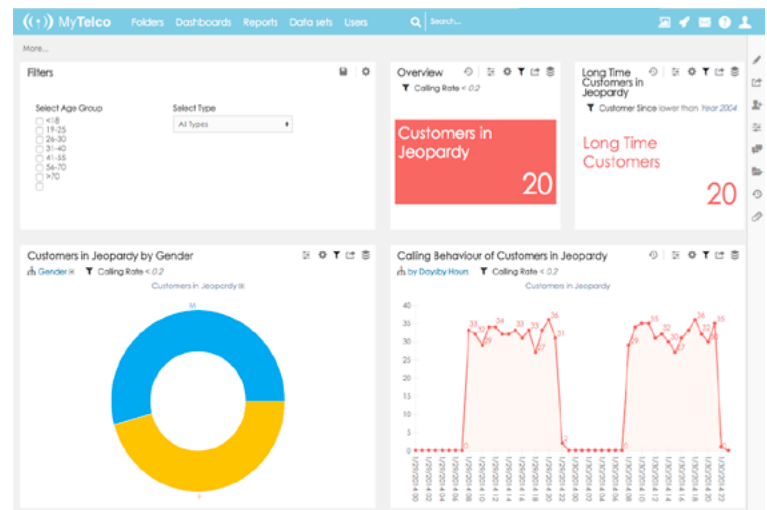
Belladati Machine Learning Solution

Our advanced machine learning algorithms let you predict, and prevent churn for nearly every user-based service or consumer-facing industry. Our machine learning algorithms determine the probability that a customer is about to leave, and suggest steps that are most likely to succeed in retaining them.

Our solution:

- Works with existing databases and CRM marketing systems
- Analyses both structured and unstructured data
- Predicts likely customer churn up to three months in advance
- Delivers a measurable ROI in terms of the expected lifetime value of a retained customer

Learn more about BellaDati Machine Learning.

BellaDati Machine Learning Use Case
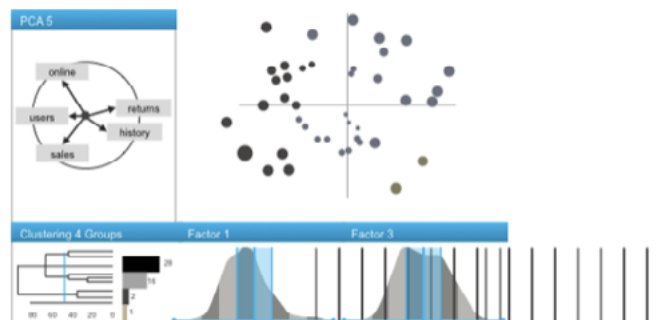# Churn Prediction & Prevention

Pre-built statistical models available for better customer communication, engagement and retention

- Attrition Model/ Attrition Score
  - Cards
  - Saving Account
  - Auto Loan
  - Fixed/Term Deposits

- Cross-Sell Score
  - CASA to Cards
  - Cards to CASA
  - Mortgage to Cards
  - Auto Loan to CASA
  - Cards to Mortgage
  - Personal Loan to TD
  - Cards to Auto Loan
  - CASA to Personal Loan
  - Cards to TD
  - Mortgage to CASA
  - Personal Loan to CASA

Leveraging Churn Analysis, customer's future earnings are also predicted in order to arrive at Net Present Value (NPV) and Customer Lifetime Value (LTV)

This solution is highly relevant to:

- Banking & Finance
- Gaming
- Insurance
- Retail
- Telecommunications

Related Content:

Whitepapers	BellaDati Big Data Analytics for Retail Banking - Use Case
	Telco - BellaDati Big Data Analytics for Telco - Loyalty scheme
Presentations	BellaDati Presentation - Retail Banking
	BellaDati Presentation - Telco
Demo	2014 IoT Retail Banking
	2014 Telco
	Demo BellaApps are available at:
	http://support.belladati.com/display/partners/Demo+BellaApps

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mongoDB

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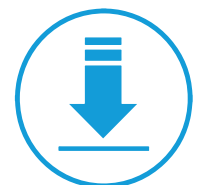## NO-SQL/SQL biz data integration and analysis
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Ask for more use cases...

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