

The logo for xpanse analytics features the word "xpanse" in a dark blue, lowercase, sans-serif font. Below it, the word "analytics" is written in a smaller, grey, lowercase, sans-serif font. To the right of the text is a stylized blue circular graphic composed of several concentric, semi-transparent arcs, resembling a partial circle or a data visualization element.

xpanse
analytics

Automating Predictive Analytics

www.xpanseanalytics.com

Agenda

Predictive Analytics vs Classification

The Problem

3 Case Studies

The Solution – Demo Time

Q&A

	Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
1	5.1	3.5	1.4	0.2	setosa
2	4.9	3.0	1.4	0.2	setosa
3	4.7	3.2	1.3	0.2	setosa
4	4.6	3.1	1.5	0.2	setosa
5	5.0	3.6	1.4	0.2	setosa
6	5.4	3.9	1.7	0.4	setosa
7	4.6	3.4	1.4	0.3	setosa
8	5.0	3.4	1.5	0.2	setosa

Historical
Transactions

CRM Data

Acquisition
Data

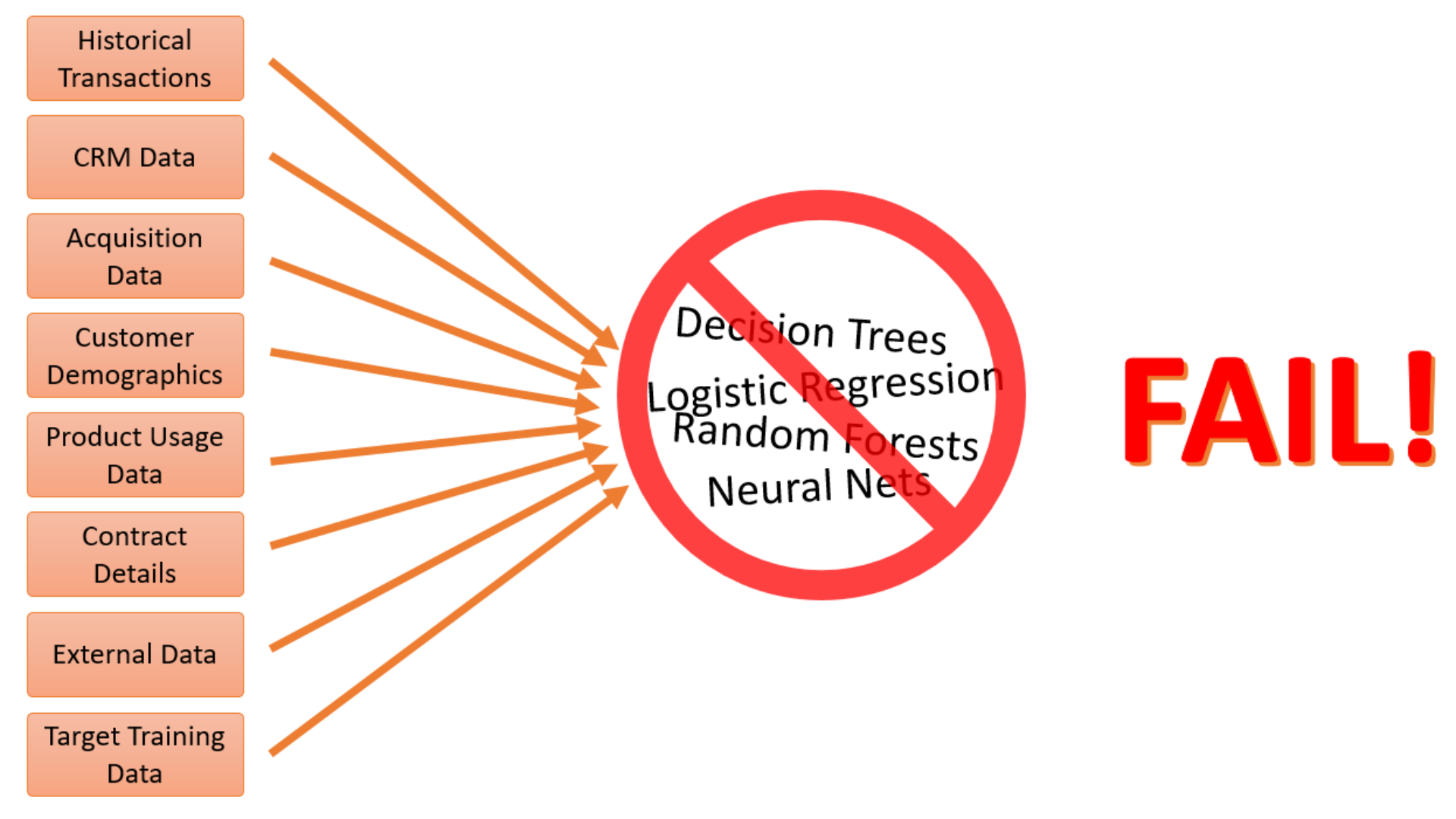
Customer
Demographics

Product Usage
Data

Contract
Details

External Data

Target Training
Data

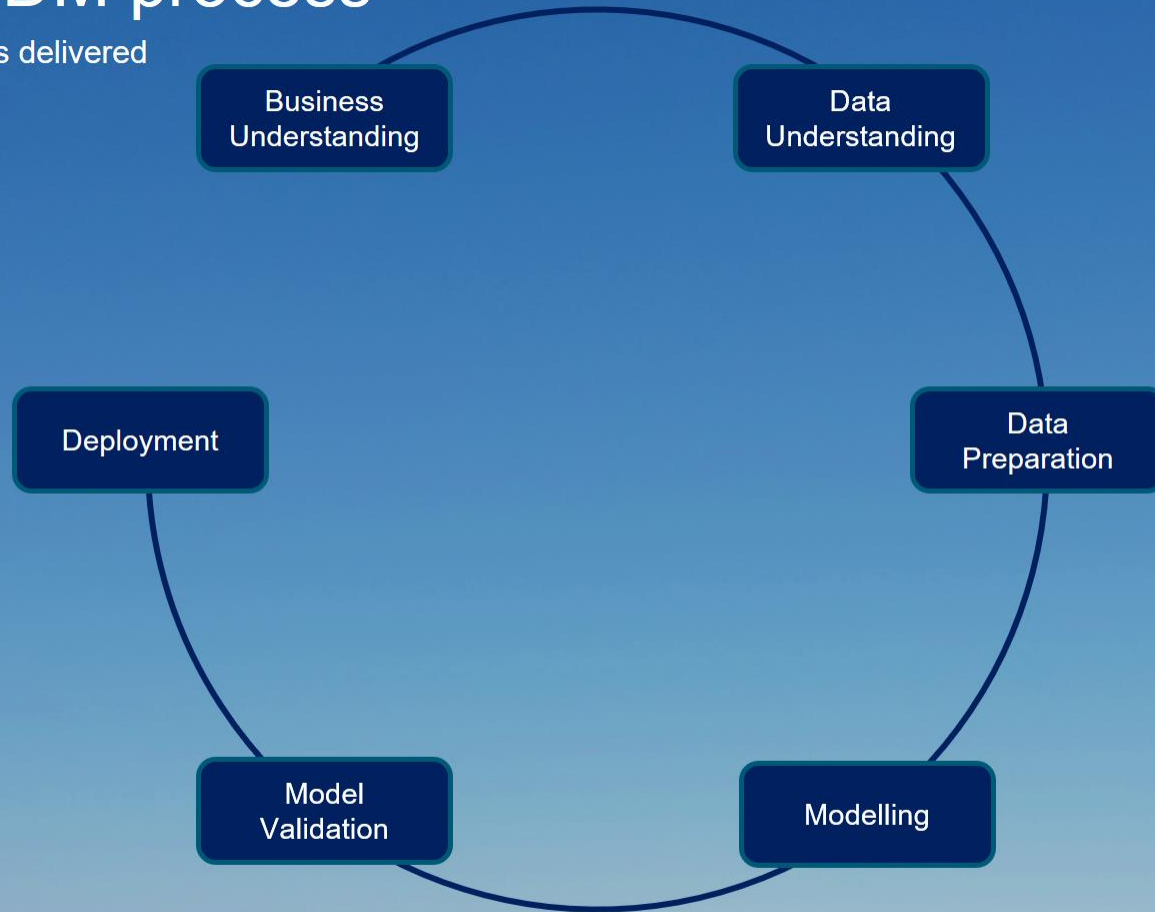


Decision Trees
Logistic Regression
Random Forests
Neural Nets

FAIL!

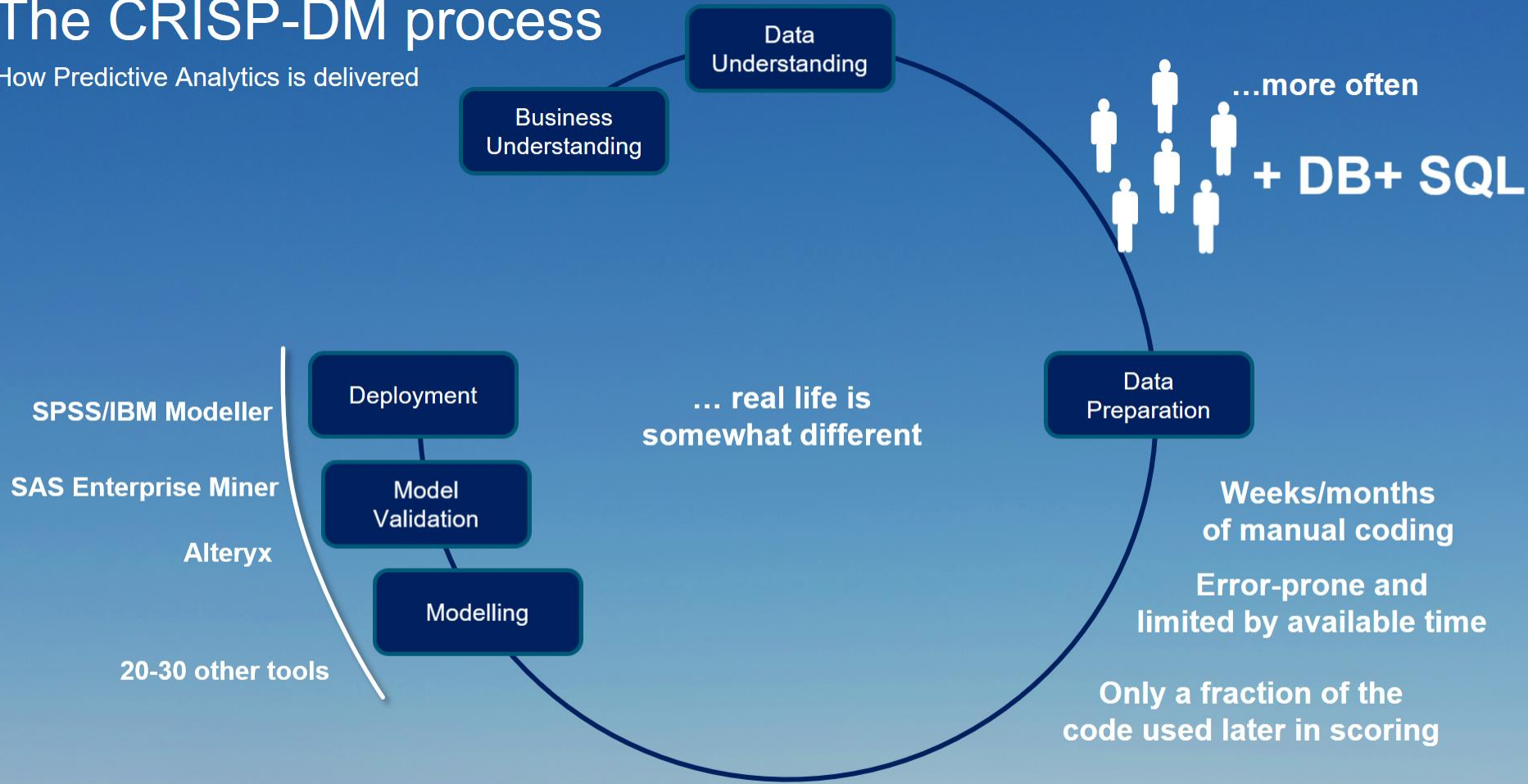
The CRISP-DM process

How Predictive Analytics is delivered



The CRISP-DM process

How Predictive Analytics is delivered

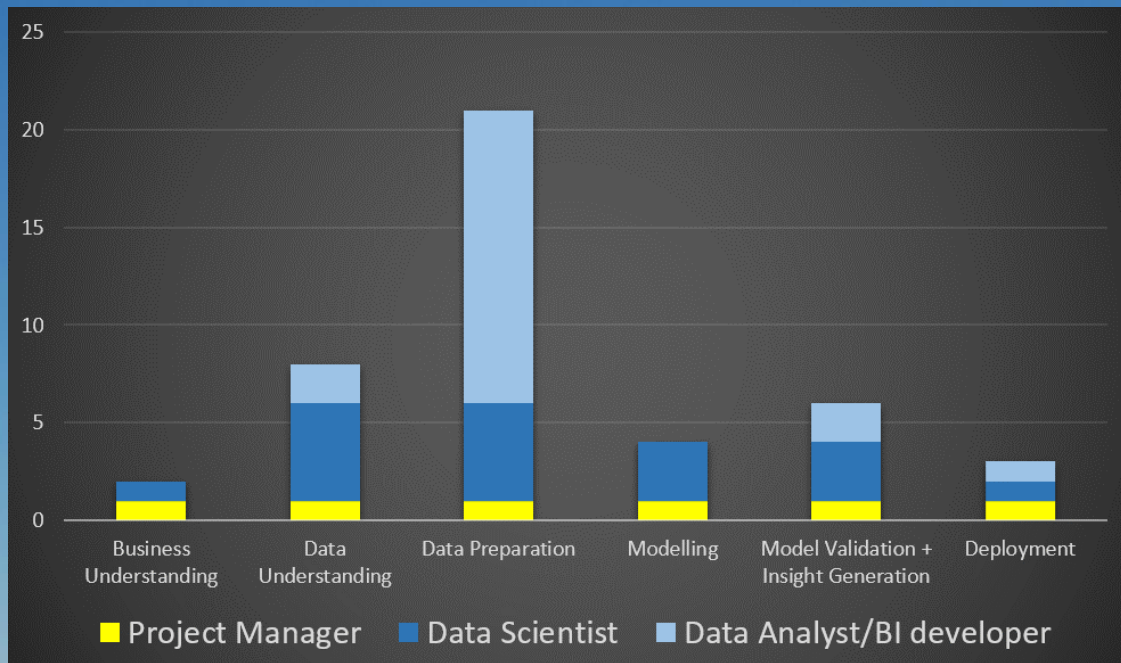


Some real-life examples from the past (1/3)

Cross Sell Model of Household Insurance for General Insurance

Project duration - 2 months

Total effort – 44 days

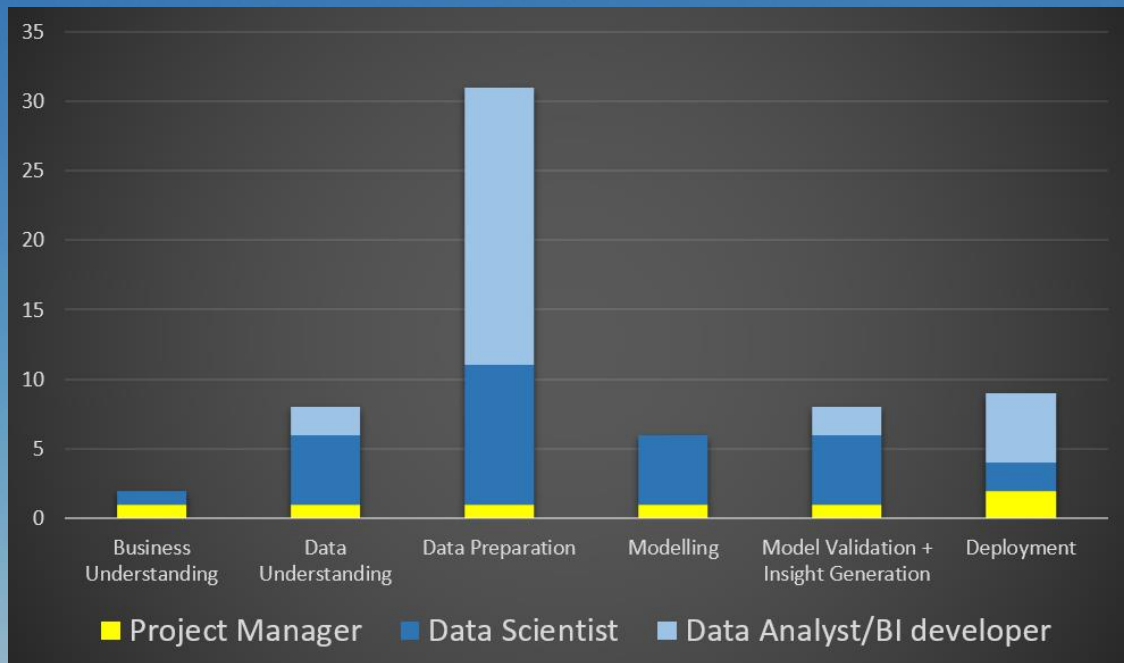


Some real-life examples from the past (2/3)

Cross Sell Model of Savings Product for Bank

Project duration - **3 months**

Total effort – **64 days**

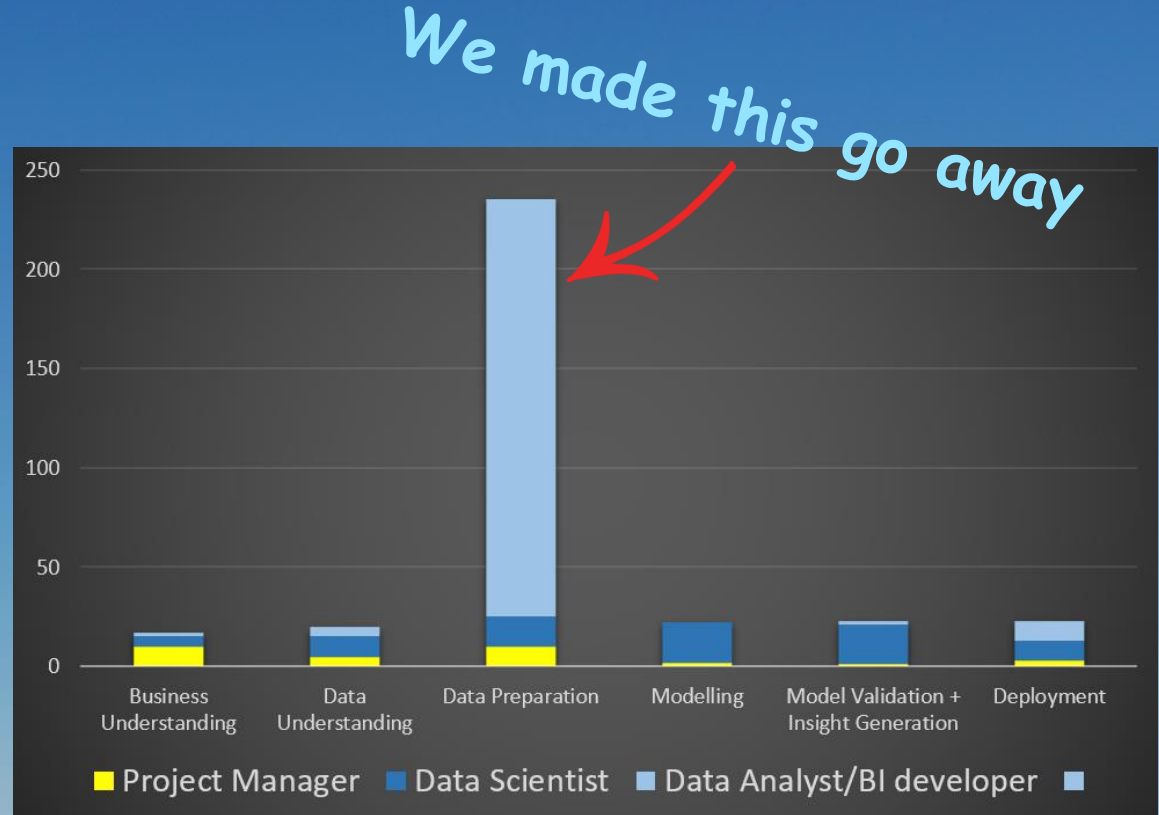


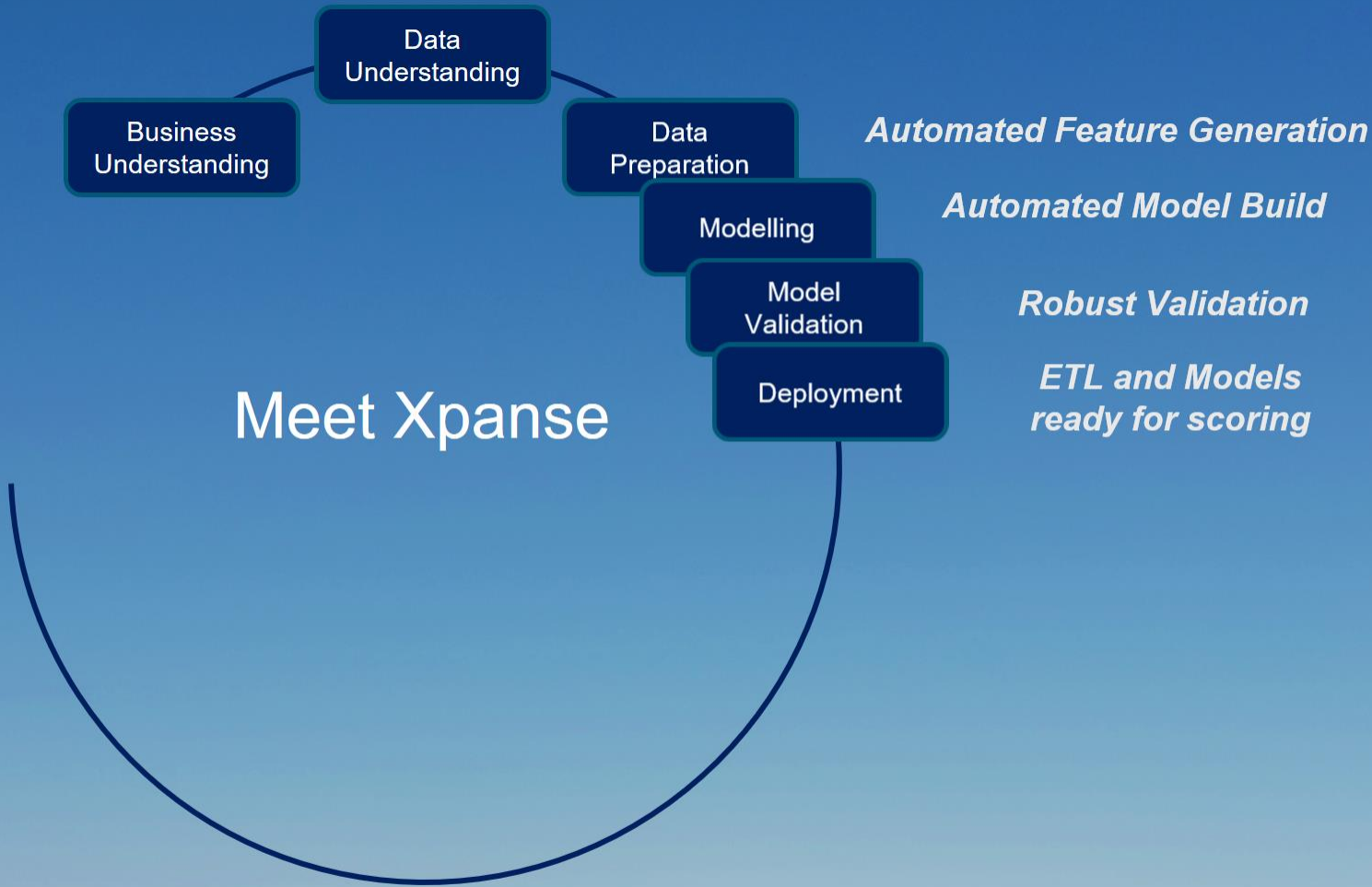
Some real-life examples from the past (3/3)

Churn Model for Telco

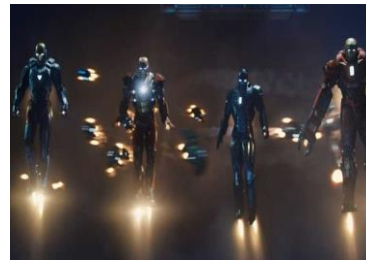
Project duration - **9 months**

Total effort – **340 days**





Xpanse Journey



First ideas

R&D starts full time

Core Engine prototyped
(OMG, it's actually working!)

First UI ready

MVP prototyped

We are here

'Product' version

2014

2015

2016

2017

Demo Time