

BANKING & ANALYTICS

Data is becoming the new raw material of business..

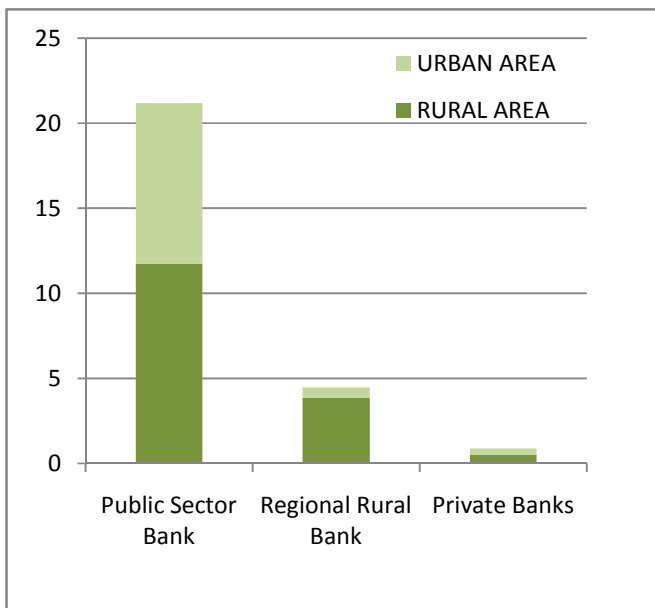


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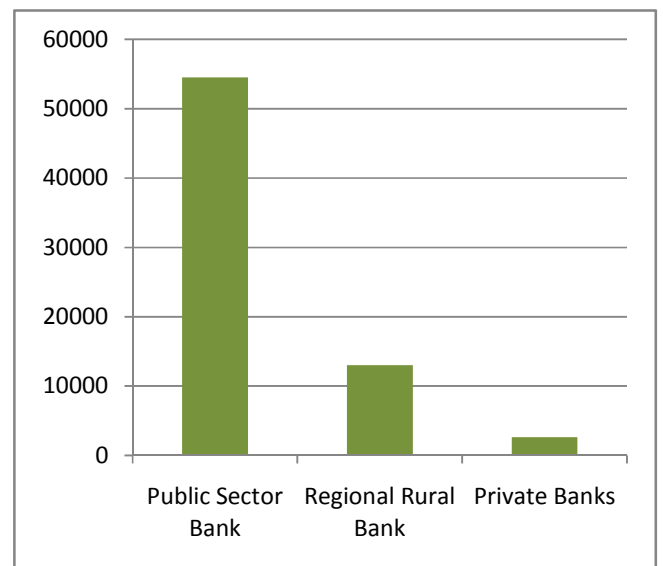
PM Narendra Modi launched a new scheme called "Jan Dhan Yojana" and there would be hardly any country who did not discuss about it. It has generated a huge revenue and new customer base.

Below are few details about this scheme as per <http://pmjdy.gov.in/account>. (All figures in Crores)

Number of accounts



Balance in accounts



*Manage the
Data before
it manages
you!*

Above figures are only for a country and a single scheme. There are multiple schemes coming up in every country and with increasing data it is need of the business to make best use of that data.



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Where can Analytics help

Optimizing Risk



No Risk No Reward.

Rather than minimizing risk, it is more important to make sure that the risk is taken for the right decision by knowing what could be its results.

Customer Analytics

With increasing competition, it is important to acquire right customer base who can be beneficial for the organization. Not only customer acquisition but retaining them is also a big challenge.



Sales & Targeted Marketing

Suggesting right products to the right customer is a crucial task and when there is a huge customer base, it is difficult to give personalized solutions.



Defining effective schemes and closing the low performing schemes is a decision that can change the complete marketing game. Channel Optimization also plays a very important role in sales to attract and maintain the client base.

Financial insight

Even a lot of cash in hand cannot guarantee that the business is doing well nor does it imply that the problem would never occur. Right blend of cash-flow management and investments is a key for long term financial success.

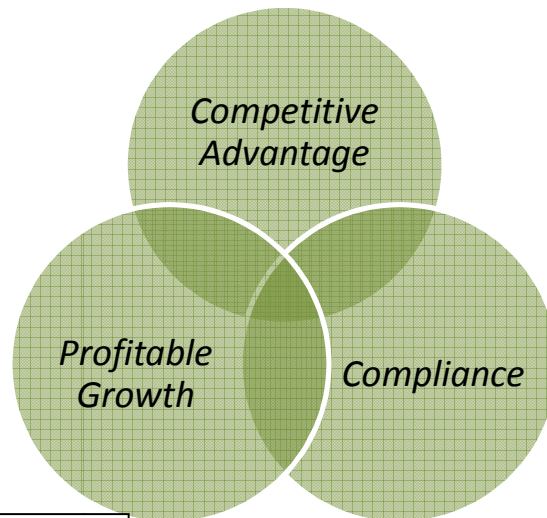
As its said - Prevention is better than Cure.



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Advantages of Analytics

Get a leading edge by understanding your customer needs and giving them customized solutions



Increase the profit and grow free cash flow by implementing supporting analytical models to predict the profit and growth.

Take strategic decisions adhering to the regulations. Also make sure the work is done as per the policies and specifications.

Take the next step..

Contact us for free consultation.

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