

Previous Projects

Credit Risk

Development of credit risk scorecard for consumer and commercial vehicle finance customers. The scorecard is used to assist in identifying customers that are likely to default.

Development of models to classify customers' risk within the collection department.

Pricing

Development of the framework to calculate return on risk-adjusted capital (RORAC) for finance applications.

Revenue Generation, Customer Retention & Acquisition

Development of models to generate insurance and vehicle finance leads.

Development of machine-learning models to identify new acquisitions, cross-sell and up-sell opportunities in telecommunications, bank and auto finance companies.

Development of machine learning models to continuously identify revenue from each customer in a Mpesa portfolio.

Churn modelling to identify customers that have a high propensity to close their cellphone contract, transactional bank account.

Surveys

Survey questionnaire development, identification of target base determined from propensity to respond, positioning the survey to participants, follow up and analysis of the responses.

Sectors

- Banking
- Auto finance
- Telecommunications
- Short term Insurance