

# Driving product profitability with **business intelligence**

## CASE STUDY



### About Client

Leading bank  
in India



### Industry

Banking



### Service

Data analytics

## Business **Need**

Driving product profitability with business intelligence.

## Business **Challenge**

Our client was struggling to create product differentiation in the highly competitive market which slowed down its customer acquisition and also saw a spike in inactive users. Additionally,

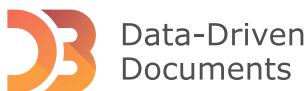
cross-sell & up-sell strategies did not yield an attractive ROI. A deep dive view of consumer insight was missing.

## Business **Solution**

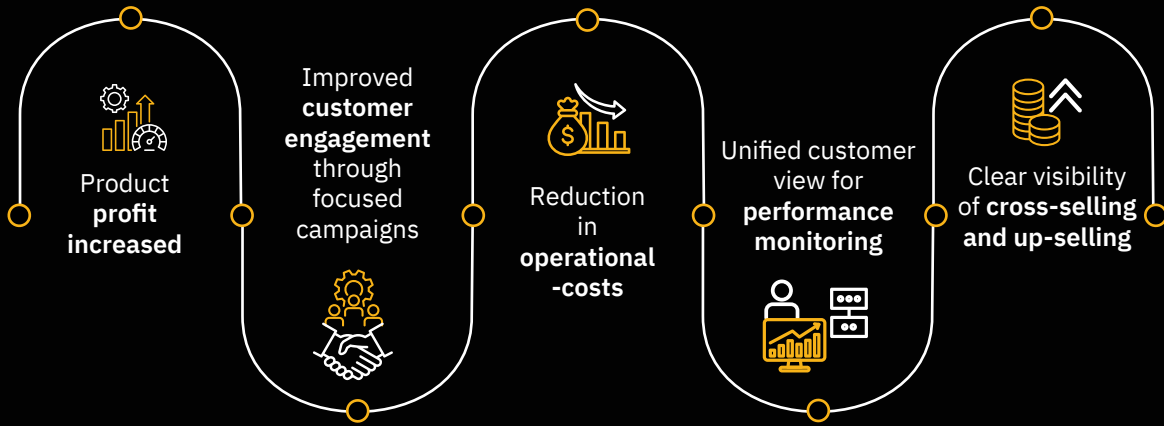
With its deep experience in the banking domain, NSEIT's experts crafted an analytics solution with customer profiling and account segregation based on behavioral patterns as the building blocks. A Data Lake from disparate multiple banking systems was created which served as the centralized repository to store all the structured and unstructured data. This helped create a

visualization dashboard that gave a unified view of customer profiles and their key behavioral patterns and enabled the creation of data-driven cross-selling and up-selling strategies. We integrated our solution with the CRM to automate responses and streamline the entire customer journey experience.

## Technology **Stack**



# Business **Impact**



**NSEIT Limited** is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure & Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

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