ANALYZE

ADVANCED ANALYTICS FOR TARGETED LOCATION SELECTION

Go beyond heuristics and simple scoring to make more intelligent location choices.

- Sophisticated model built on deep understanding of the nonlinear interplay of over 100 location characteristics.
- Customized model scores to predict various performance parameters at settlement level (e.g. Deposits, Sales).
- Models trained and validated on your existing branch performance data in a Train-Test paradigm.
- Filter Locations by Model Scores in combination with other location characteristics.
- Plan growth based on location intelligence.

Location Selection

Find locations that predict high potential for various performance metrics such as deposits, advances and productivity with our automated algorithms.

Spatial Optimization

Regions are often based on government boundaries. Organize your branches based on distance to gain significant benefits in operational efficiency.

Location Based Planning

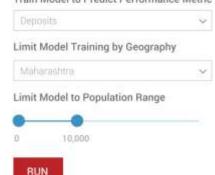We often set targets and incentives uniformly across geographies even though location potential varies widely. Plan in more targeted ways using location intelligence.

INPUT

Train Model to Predict Performance Metric

Deposits

Limit Model Training by Geography

Maharashtra

Limit Model to Population Range

0   10,000

RUN

OUTPUT

Model Score

0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0

Accuracy   68%

True Positive Rate 95%

Potential Improvement
when using model for selection
30%
With a value of
Rs. 15 Crores
in additional deposits per branch

FILTER BY MODEL SCORE

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