

Key Client Segmentation

Segmentation & management of institutional capital markets clients



THE AYASDI IMPACT

Ayasdi analyzed complex sets of client data and identified subtle patterns enabling superior client categorization. This helped an institutional capital markets business to more efficiently allocate their resources away from low-profit and low-ROI clients to higher value targets. Ayasdi enabled simultaneous analyses of both client revenues and the associated costs of those revenues delivering a superior classification scheme.

THE PROBLEM

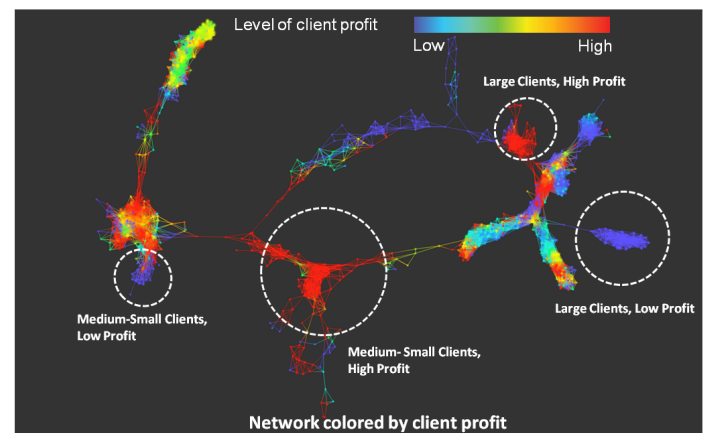
A large capital markets business ("The Firm") sought to optimize how they serve their client base through a comprehensive analysis of internal customer revenue and relationship management data. The Firm wanted to systematically identify clients representing the best opportunity for further investment.

Existing client segmentation techniques were based on annual revenues and market prominence with little reliance on more detailed historical data. Incumbent technology would not support complex analyses required. The Firm had never been able to sufficiently understand client activity and spend so it classified clients using an ad hoc methodology heavily reliant upon a single measurement. However, the criterion they used for prioritizing clients was not returning the results they wanted.

THE SOLUTION

The Ayasdi Platform identified subtle patterns that produced superior categorization of clients based on their historical investment behaviors. Ayasdi enabled the Firm's analysts to simultaneously analyze all of the data associated with each client.

Ayasdi's software freed data scientists from writing algorithms and constructing queries, allowing them to focus on interpreting results and accelerating time to value.



The image above is a network representation of the Firm's clients. It includes every client attribute and is colored by client profitability.