

# Mitigating Revenue Loss and Growing Customer Base

Case Study | **Data Engineering**

## RETAIL FINANCIAL SERVICES COMPANY

### THE PROBLEM

This company had been the leader in their industry for many years, but recently began seeing a decrease in monthly lending activity.

Because they were the leading and largest company in their industry, they felt that they knew their customer profile intimately.

Only data from the Point-of-Sale transaction system was available to profile customers.

### THE SOLUTION

After in-depth discussions with the business and marketing teams, Mastech InfoTrellis executed a project with the goal of gathering data from non-transactional source systems.

This required maturing the data transport architecture as well as the logging and non-structured data architecture. MIT also was required to develop a foundational data lake repository for the data. Data types ingested & processed included: web logs, social media, third party data aggregators, and others.

This data was stored in a large data repository and made available to data scientists for deep dive analytics studies.

### THE OUTCOME

Once the studies were complete, a different make-up of current and potential customers was discovered. This allowed the marketing group to target campaigns to these new demographic groups. Leveraging advanced tooling, micro-targeting and other modern advertising techniques were used to acquire more customers.

Several months after the new marketing campaigns were implemented, new loan volume began to increase as well as bottom-line revenue.

Mastech InfoTrellis has been engaged to implement a next-gen customer insights platform, due to the volume of duplicate data.