



Mindtree

Welcome to possible

Mindtree's advanced analytics solutions.

We offer customized, cost effective solutions to help your businesses stay competitive.

Customer and market analytics

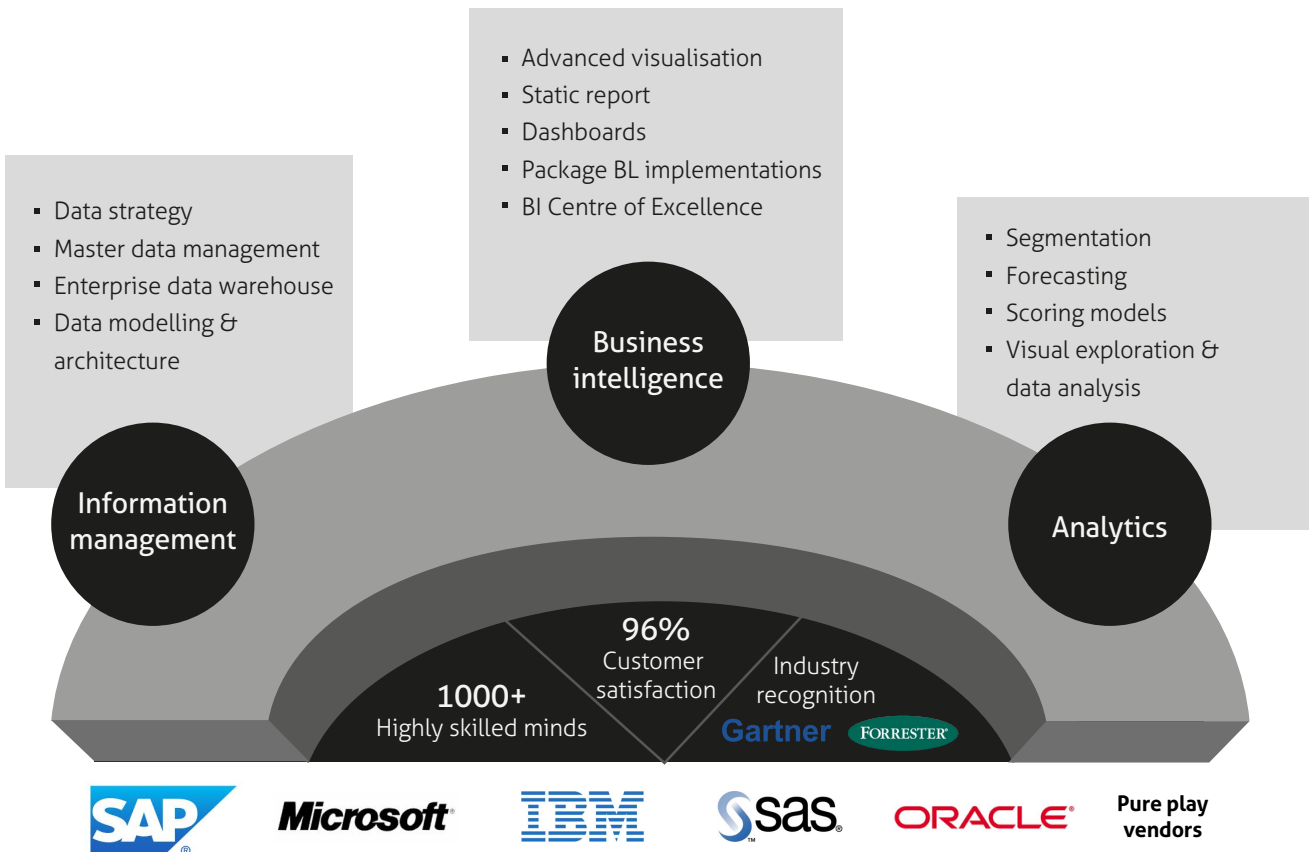
- Customer engagement analysis
- Customer segmentation
- Churn analysis
- Cross sell / up sell analysis
- Product recommendation
- Price sensitivity

Social media and web analytics

- Sentiment analytics
- KOL / key word search analytics
- Online campaign analysis
- Coupon Redemption Analysis
- A / B testing

Fraud analytics

- Supplier fraud detection
- Gaming fraud detection
- Payment fraud detection



Our key achievements

- Provided fraud analytics for unique identification authority of India in biometric enrolment, which identified 3500 instances of fraud 1.5 million enrolments
- Increased revenue by USD 18 million for one of the world's leading CPG companies through the analytical cell (Analytics as a Service) operating for the last 18 months
- Executed supply chain operation efficiency projects for one of the world's leading CPG companies, helping the enterprise save huge costs
- Optimized marketing budget and trade promotion for one of the world's leading car rental companies, helping reveal their key revenue contributors, improve sales and learn how to allocate advertising budgets
- Offered trade promotion analytics for a leading pet foods manufacturer which helped them identify their top promotions, the ROI from it and provide trade fund allocation solutions to maximize the ROI
- Executed HR analytics for one of the world's largest insurance companies in the areas of attrition, performance management, work force measurement and talent acquisition
- Facilitated sentiment analytics for a leading mutual fund provider which gave feature-specific insights of their website that customers felt required improvement

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.