Growing Sales and Mitigating Losses with Risk Analytics

30% ⬆
Improvement in Sales Queue Efficiency

12% ⬇
Decrease in Contract Processing Time

15% ⬇
Reduction in Loan Delinquency

THE CUSTOMER

The customer is a New York based trusted source for merchant cash advance and working capital financing. In business for over a decade, the customer finances the future of small business leveraging advanced technology and helps them take advantage of opportunities and thrive.

THE CONTEXT

The customer approached Grazitti at the cusp of their rapid growth. With their customer base increasing, the risk of delinquency and loss was growing as well. In order to track sales, manage risk, and drive more loan applications, they wanted to improve their business intelligence process.

THE OBJECTIVES

The company wanted to have the ability to monitor its loan portfolio performance and carry out regular risk analysis. To achieve this, they wanted to track their pipeline, cash flow of loan applicants, and build persona based risk profiles. Moreover, the customer wanted to improve the visibility into their channel performance metrics.

THE SOLUTION

- **Real-time reporting:** With almost no visibility into sales and pipeline across channels, our analysts helped the customer track profitability, breakeven, and future cash flow with near real-time reporting. We used Alteryx to cleanse the data, which was then used to create reports for the customer using Tableau.

- **Risk profiling:** The customer had inadequate risk profiling parameters, which made it difficult to determine proper investment asset allocation. We analyzed risk profiles based on personas, credit history, and successful loans disbursed in the past which enabled the customer to enhance their risk mitigation strategy.

- **Risk report analysis automation:** Earlier, the customer had to analyze their credit risk reports manually, which was time-consuming. We automated the process and utilized the fetched data in effective model building helping the customer in quick decision-making for funding.

- **Better visibility into sales pipeline:** The customer was using conventional methods for revenue forecasting. This led to large variances, which made it easy to stray from rather than stay on budget. Using predictive sales analytics, we helped improve forecasting and augmented their sales pipeline.

- **Comprehensive view across channels:** Another challenge that the customer had to contend with was less visibility into their channel performance metrics. They were unable to track leads coming in from different channels and their behavior. We implemented a solution that provided the customer with a clear view into channels, which allowed them to gain deeper insights.

- **Delinquency pattern prediction:** The customer was struggling with a lack of comprehensive risk prediction for defaulting contracts. Based on historical data, we identified and avoided potential delinquency situations.