



Data Mining

A multi-product trading organisation reflected a very large balance in their Receivables Account. Sales turnover grew and so did the receivables. But the increase in receivables seemed to be much out of proportion. Was there an issue at all? Whom should the company be really concerned about?

The customer data base were analyzed thread bare. The client master was reviewed in various angles - regulars, one timers, time wasters, multi product dealers, value adders, information providers, quick responders, etc.

The trend of activity of every major customer was studied and mapped on Customer Performance Index for scoring purposes

The index so generated were test checked with documents available with the organisation for ensuring the correctness and reasonableness of the projection

Customer churn indices were analysed to ensure the health of the receivables. The value adders were identified. Yes, these were the entities whom the company should concernate upon - they are the associates that really matter.