Provident

Challenge:

- Provident home credit loans operate through an agent system where an agent visits potential loan customers.

- The UK is split into territories with each territory serviced by one or more agents.

- Provident wanted to know each territory's potential for new loan customers to help with their marketing and staff recruitment planning.
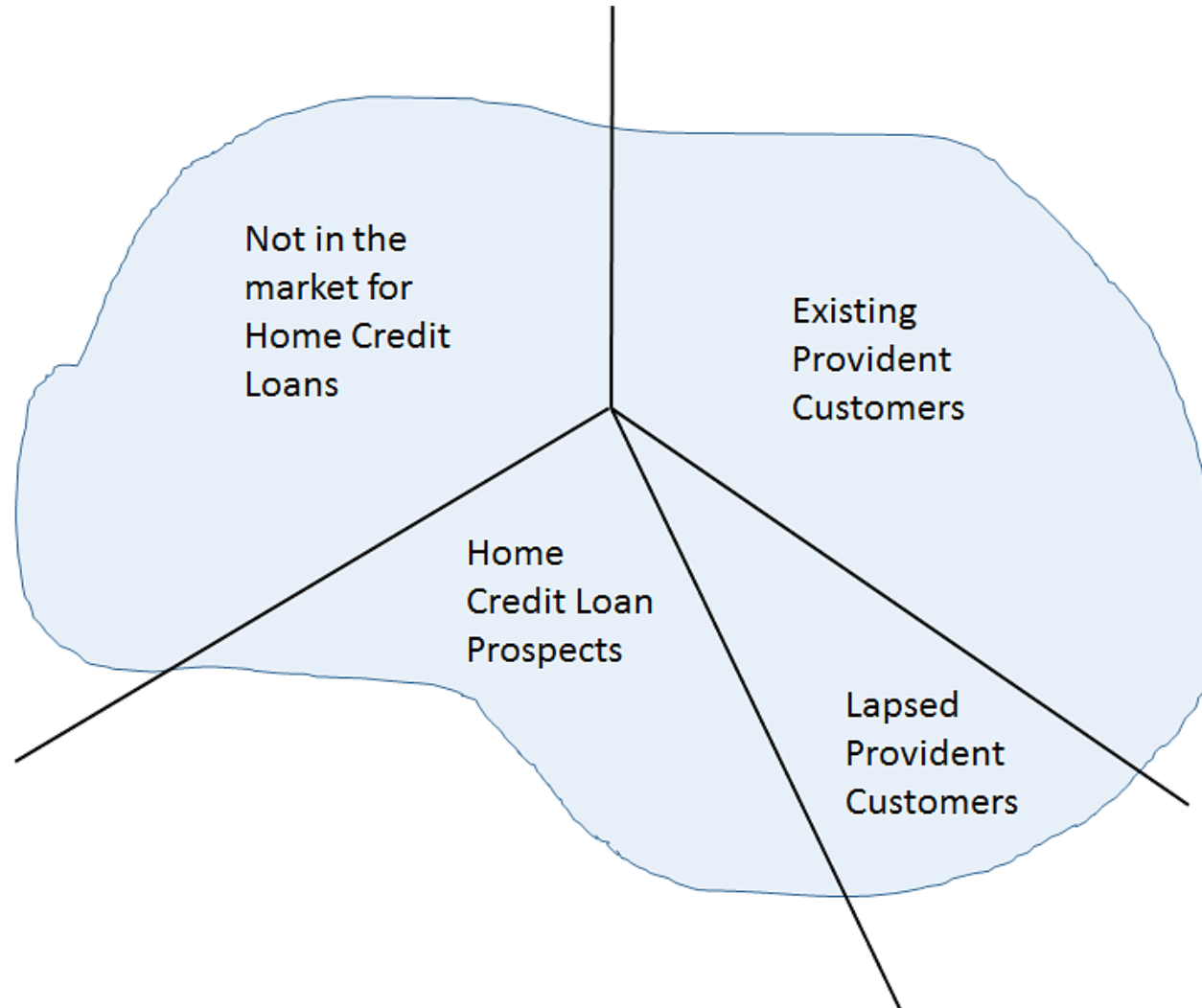
Provident
EST. 1880
The loan that comes to you

METRIX DATA SCIENCE: CASE STUDY

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What we did:

- Metrix Data Science accessed a large file of loans data from across the UK.
- Using multivariate analysis we came up with a template map for each territory, highlighting potential headroom for new loans.

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Not in the market for Home Credit Loans

Existing Provident Customers

Home Credit Loan Prospects

Lapsed Provident Customers

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Outcome:

- Using the information, Provident were able to more accurately target new loan prospects and future resource for each territory.
- It allowed Provident to rank and focus on the territories which had the greatest potential for loan customers thus optimising marketing spend.

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Rank

High

Low

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