

Measuring User Engagement For a Fintech Company

Niveus helped Cashbook to track and collect customers data, and analyze the patterns of behaviors using the Marketing analytics platform to provide a more seamless experience.

The challenge

Cashbook wants to identify Power Users within a few days of signup. By using manual processes, Cashbook takes about 2 weeks to identify power users. Earlier identification of power users will enable Cashbook to upsell/cross-sell other new products and services much earlier, boosting their business. This data would also be used for more targeted marketing to acquire more power users.

The solution

CashBook's BigQuery project has four transactional tables (transactions, books, users, and invitations) and one online behavior table (analytics). BigQuery ML and SQL functions are employed for model training and feature engineering. Batch predictions are available in the BigQuery ML console, and the model can be exported to Cloud Storage for deployment in Vertex AI's online prediction.

The result

The Niveus team analyzed their data and came up with an ML model that could identify power users within one week of sign-up. This saved lots of time/effort for the customer where they had to manually check 1000's of records from multiple tables and can be done in seconds with 95% accuracy. Augments personalized solutions by reducing time required to identify power users from 1 month to 1 week.

“Our users are very concerned about the security of their data. They pepper us with questions about how we ensure data integrity. Once we tell them it all lives within the Google Cloud ecosystem, they're immediately reassured that the data is safe.”

Ashutosh Pathak, Co-Founder and CTO, CashBook



About Cashbook

CashBook is an Indian fintech startup committed to empowering small businesses with the simplicity of technology. This innovative mobile app enables real-time, collaborative record keeping of business transactions, opening the door to financing opportunities through big data analytics.

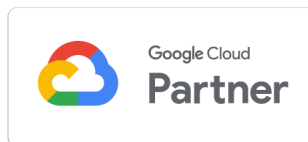
Vertical/horizontal solution: Food, Beverage & Restaurants

Primary project location: India



About Niveus Solutions Pvt Ltd

Niveus Solutions, a Google Cloud Partner leverages cloud technologies to help enterprises with a range of cloud capabilities and services.



Products

Google Cloud Platform