

Begin Your Data-Informed Decision Making Journey





Required Data-Informed Decision Making Skills









Case Study: Sutton Bank

SuttonBank Old-fashioned Innovation

Financial Impact

- Slow to add client data to systems
- Inadequate fraud reporting
- Growth outpaced bank's abilities
- Regulatory requirements

Results

- Employees can each handle 5 million accounts instead of 500,000
- Implementation cycle reduced to 10 days
- Automated compliance audits

Need for Growth

- Need for more payment card services by customers
- Manual process for reporting data
- Reliance on third-party

- Custom analytics solution with machine learning
- Increased flexibility for clients
- Data aggregation and integration
- Built-in visualization engine



ORION

Case Study: Orion

Client Impact

- Clients couldn't check detail on reports
- Worksheet interface POC was too complex for clients to use
- Client satisfaction impacted

Results

- 98% of clients adopted new tool
- Business has doubled
- 2,000 users able to trace data

Out-of-date Data

- Static and slow reporting
- Client reports were out of date as soon as they were delivered
- Current system couldn't handle the massive 51 TB of data

- Moved from business metrics to business intelligence
- Customer dashboard with embedded BI tool
- Monitoring business trends in an instant
- Tracking all levels of detail



Case Study: Danske Bank

Danske Bank

Financial Impact

- Maintained 40% fraud detection rate
- 1,200 false positives per day
- Resource time drained on non-fraud incidents

Results

- Reduced false positives by 60%
- True positives up to 50%
- Resources now spent on true fraud

Customer Shift

- Customers on mobile devices, phones, or ATMs
- Move to primarily digital interactions led to more fraud
- Current system unable to track multiple sources of impact

- Analytic technology including AI modeling
- Deep learning software
- Operations decisions moved to AI
- Anomalies handled by employees



Case Study: Lenovo Brazil

Lenovo

Business Impact

- Resource constraints
- Goal of 10 customers per week impossible
- Needed more data scientists or better tools

Results

- Model creation went from 4 weeks to 3 days
- Productionalize models went from 2 days to 5 minutes
- Accuracy of models went from <80% to 87.5%

Supply Imbalance

- Too much inventory special sales to reduce stock
- Insufficient inventory loss of sales
- Current prediction models too slow

- Implemented an automated machine learning platform
- Process didn't change speed did
- Identified predictive variables with significant impact