

Data Science Automation Platform

for financial groups formulating product strategies

Data Science Automation Platform Powered by AI



Challenge

Big data analytics is a challenging process that requires massive computing power and experienced data scientists, who are in short supply in the employment market. A global financial group was looking to leverage the power of big data analytics to provide more customised products and services for their customers, and they needed a solution to effectively handle their increasing data volume while addressing the scarcity of skilled data professionals.



Solution

The group sought the help of NEC, which provided them with a revolutionary platform – an artificial intelligence (AI)-powered solution that automates data science processes to enhance the group's analytical capabilities.



Benefits

The platform successfully incorporates AI into banking operations and helps to develop new service offerings, allowing the financial group to

- Reduce its need to rely on data scientists
- Eliminate most of the manual steps in a data science process, which leads to greater accuracy and better predictions
- Identify customer behaviour more accurately, and provide the most suitable financial products to target them more efficiently



Towards the future

The platform is used to help the financial group's teams formulate strategies for financial products such as credit cards and housing loans, while freeing up human data scientists to focus on higher-value work. NEC and its partner are also aiming to scale data science practices across the entire group to empower more of its business functions with big data.

More info

<https://sg.nec.com/>



A drive towards greater sustainability

01

Higher manpower efficiency

Free up human data scientists to focus on higher-value work by assigning tedious tasks to AI

02

More intuitive banking

Customers can now be offered more suitable products to help them achieve their financial goals