



# PROFESSIONAL ANALYTICS SERVICES

Leverage Global Expertise and Local Knowledge

# ELEMENTS OF THE SOLUTION



## Analytics HealthCheck

The detailed analytics HealthCheck exercise examines all aspects to effectively implement or advance analytics across an organisation's credit lifecycle from the point of origination to customer management and collections. Tailored to your current or future scorecard requirements, the output can be a series of qualified recommendations detailing the overall analytical business and financial impact.

### USAGE

- Operational readiness to adopt and deploy analytics, due-diligence on available data and how scoring can enhance current decisioning making policy
- Review the management of existing scorecards, ensuring adequate scorecard data, monitoring and MI processes are in place to improve the scorecards performance
- Scorecard strategy review, ensuring current and future decisioning policy is optimal via the usage of predictive analytics.

### BENEFITS

- Pro-actively staying ahead of the competition by identifying requirements and potential gaps for a basic or advanced tailored programme of analytics
- Analytically driven reduction in losses and an increased return on assets through the effective use of analytics
- Reduction in operational expense and portfolio consistency generated through the creation and evolution of scoring and analytics across the customer risk life cycle.



## Analytical Model Building and Monitoring

Qarar and FICO will bring in a unique combination of local and global expertise in building advanced statistical models, from basic expert models to custom built empirical models.

The effectiveness of the scorecard is subject to external influences like economic changes, population shifts, marketing policy and internal influences namely credit policy changes. Thus it is very important to monitor any statistical model. Qarar and FICO offer Scorecard Monitoring Services that track the scorecards' performance to identify and understand appropriate realignment action.

### USAGE

- Provides the ability to develop new models, irrespective of data availability across the customer life cycle
- Facilitates a data driven migration from any existing expert to custom developed empirical models
- Enables start up or advanced analytical users to implement new models, without considerable in house analytical resource investment

### BENEFITS

- Ensures all scorecards developed utilise global and local best practice data and techniques
- Provides peace of mind that the scorecards are being continually monitored
- The extensive global and local resource pool ensures a rapid analytical development and implementation



## **Analytical Model Validation**

Qarar and FICO data scientists and risk consultants will provide an independent third-party review on any existing models, irrespective whether they were developed in-house or via a third party. Taking an independent data driven or expert approach, Qarar and FICO will then recommend, if appropriate, realignment changes in the existing scorecards thus increasing their discrimination and predictive powers.

### USAGE

- Pro-actively it will ensure that any existing models are continually audited and are evolving to the local market changes
- Assists the understanding of whether a finetune or redevelopment of current non performing models is required
- Provides the ability to ascertain independent global and local insights of current models

### BENEFITS

- Confidence that current scorecards are working effectively across multiple decision areas and products
- Enable better management control in changing risk policy and market conditions
- Ensures previous analytical investment is optimised going forward



## Advanced Analytics

Advanced Analytics produce predictive insights that traditional modelling approaches to business intelligence and scoring are unlikely to discover. To address the more complex challenges faced and to migrate clients from the traditional to advanced analytics approach, this programme assesses the current and future analytical needs of the organisation and compares these to global and local analytical industry trends for their potential adoption.

### USAGE



#### Big Data Analytics

- Make strategic, data-driven business decisions without depending on IT support
- Analyse millions of customer-related records and transactions from various complex data sources (both internal and external)
- Evaluate and quantify value of non-traditional and alternative data sources such as transaction data, clickstream data, social network data, social profile data, chat data etc.
- Excel beyond the competition with predictive and advanced analytical tools that show you what has happened, why it happened, and most importantly, what will happen next.



#### Machine Learning (ML) techniques

- Use of ML techniques in enhancing conventional models
- ML models for predicting customer behaviour towards new purchase, going delinquent, next best product, etc.



#### Moving from predictive to prescriptive analytics

- Modelling the impact of decisions and actions, to not only predict what will happen but also what you should do to meet and maximise your business goals and constraints

### BENEFITS

- Objective assessments of value of all data sources investigated
- Recommendations and prioritization for leveraging data sources
- Machine learned results – signal libraries, profiles, predictive models, decision strategies
- More powerful and accurate predictive models, leading to more informed and more valuable decisions
- More efficient and cost effective ways to develop and maintain large numbers of predictive models
- Significantly improved portfolio performance and profitability by taking more informed and optimised decisions across originations, customer management and collections decision areas



We create data-driven solutions  
for our clients in all of these areas  
and more!



PO Box 502390  
Dubai Internet City, Dubai, UAE  
☎ +971 4 3759363  
✉ info@qarar.com



Emre Unlusoy  
Client Sales - Partner  
☎ + 90 (0) 533 259 0245  
✉ emreunlusoy@fico.com