

Automated Pattern discovery for a Fortune 500 financial services company

Summary

A Fortune 500 firm specializing in portfolio management and financial services that is a leading provider of financial products and services in the academic, research, medical, and government fields.

Challenge

As a financial services company, the client deals with enormous amount of data of which more than 95% is not utilized for analysis. The analysis which is performed, from EDA to prediction, is entirely manual and takes at least 4-6 weeks. This hampers the ability to act promptly.

Currently, there is a heavy reliance on iterative manual work. Analysts go through the data, perform multiple ad-hoc querying to extract data into dashboards, perform exploratory analysis, move on to Machine Learning and Statistical Analysis to finally arrive at the presentation. This process typically takes 6-8 Weeks for every single report.

Solution

This solution was built on mAdvisor, an AI & Cognitive Computing Platform that aims to automate the entire process of data analysis and machine learning using cognitive approaches like Machine Reasoning, NLP, NLG etc. The solution used the mAdvisor's Automated Pattern Discovery module to better understand data of several financial and investment products they offer and quickly generate insights and key findings. Several reports were autogenerated including financial and compliance, marketing, and CRM reports, to cut down report generation time from days to hours.

"mAdvisor changed our entire approach to data discovery. Automating the entire process of report generation while uncovering hidden insights has increased the productivity of the entire team."

- Head of Client Services and Technology

Innovative features include:

- **Automate complex data analysis** - Analysts have the options to slice and dice the data, pick the machine learning scripts to run and create custom reports without writing a single line of code
- **Emulate human being on data analyst** - mAdvisor tries to emulate the human thinking that goes through when doing data analysis.
- **Natural Language Generation(NLG)** - Engine creates automated narratives for the computation results to create a report in readable format
- Automated Causal factors and Temporal analysis

Results

The solution was deployed as a mAdvisor based cloud solution with a modular design. The primary users for Automated Pattern Discovery were Business Analysts and Data Scientists. The solution was deployed in a private cloud instance of the financial services firm and the analysts use the solution to analyze large volumes of structured and unstructured data and find hidden patterns and actionable insights.

- Reduced time required for analysis across the organization by **92%**
- **\$300K** worth resource time freed per month
- **\$3.67M** savings per year in analyst hours
- Return on investment in just 15 Days

About mAdvisor

mAdvisor is a patent pending AI & Cognitive Computing platform, which helps enterprises to translate data into meaningful insights and narratives without any manual intervention. Now enterprises can reduce the analytics timelines from weeks to minutes using mAdvisor.

mAdvisor employs cognitive technologies like machine learning, machine reasoning, deep learning, natural language generation, natural language processing and expert rules systems, thereby enabling enterprises to identify revenue streams, enhance customer experience and productivity.

About Marlabs

Marlabs helps companies adopt digital transformation using Digital360 - a comprehensive digital framework comprising of Digital Product Engineering, Digital Automation, Enterprise Analytics, Cloud, Digital Security and User Experience; delivering a next-generation Digital Customer Experience.

Marlabs' digital life-cycle model delivers rapid innovation using prototyping, co-creation, concept-to-completion and rapid deployment.

Marlabs' innovation labs, "marlabs.next" incubates cutting-edge technologies like Intent-Intelligence, IoT, IoP, Blockchain and Hyper-Personalization.

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