



Jon Gore Tom Weinandy Colby Ford







Jon GoreAccount Lead – Financial Services



Tom WeinandyData Scientist



Colby Ford
Al Architect



Solution Areas

cloud scale analytics







Leading edge data science





FINANCIAL SERVICES

Use cases

Effective customer engagement

Customer profiles Credit history Transactional data LTV Loyalty



Customer analytics

Customer 360 degree evaluation

Customer segmentation

Reduced customer churn

Underwriting, servicing and delinquency handling

Insights for new products

Faster innovation for a better customer experience

Decision services management

Customer segmentation CRM data Credit data Market data



Financial modeling

Commercial/retail banking, securities, trading and investment models

Decision science, simulations and forecasting

Investment recommendations

Improved consumer outcomes and increased revenue

Risk and revenue management

Transaction data
Demographics
Purchasing history
Trends



Risk, fraud, threat detection

Real-time anomaly detection

Card monitoring and fraud detection

Security threat identification

Risk aggregation

Enhanced customer experience with machine learning

Risk and compliance management

CRM
Credit
Risk
Merchant records
Products and services



Credit analytics

Enterprise DataHub

Regulatory and compliance analysis

Credit risk management

Automated credit analytics

Transform growth with predictive analytics

Recommendation engine

Clickstream data
Products
Services
Customer service data



Marketing analytics

Recommendation engine

Predictive analytics and targeted advertising

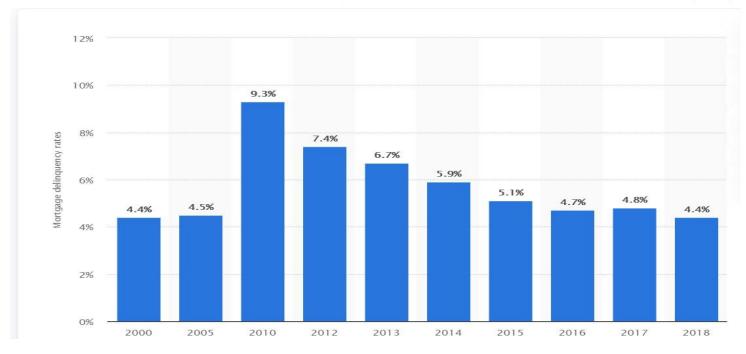
Fast marketing and multichannel engagement

Customer sentiment analysis

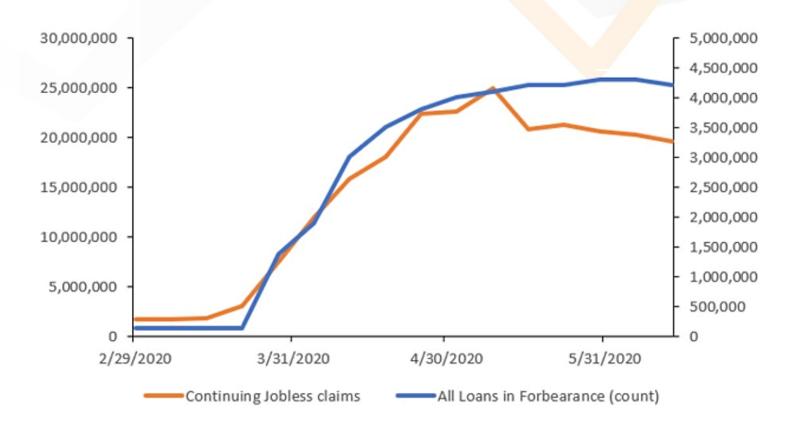
Improved customer engagement with machine learning

Los Angeles Times

Home lenders brace for up to 15 million mortgage defaults



As many as 30% of Americans with home loans — about 15 million households — could stop paying if the U.S. economy remains closed through the summer or beyond, according to an estimate by Mark Zandi, chief economist for Moody's Analytics.



(Source: Federal Reserve Economic Data and Mortgage Bankers Association)

- 1. "Americans Are Less Anxious About Paying Their Bills"
- "Half of U.S. homeowners struggle with mortgage due to COVID-19, consider selling home"

So, according to the first source (the Federal Reserve):

About 12.6% of Americans say they were worried about being able to make a minimum debt payment in May, down from a seven-year high in April (16.2%), according to a survey of consumer expectations released by the Federal Reserve. The 12.6% figure is in line with percentages from December, prior to the pandemic that sent a shock wave through the economy.

But according to the second source (NAR and OnePoll):

A survey of 2,000 American homeowners found that 52 percent are constantly concerned about making their mortgage payment on time. Forty-seven percent of the poll say they're considering selling their home because they can't afford their mortgage anymore.

Azure Services for Machine Learning



Databricks

Apache Spark platform for distributed computing

Includes: Databricks Runtime for Machine Learning



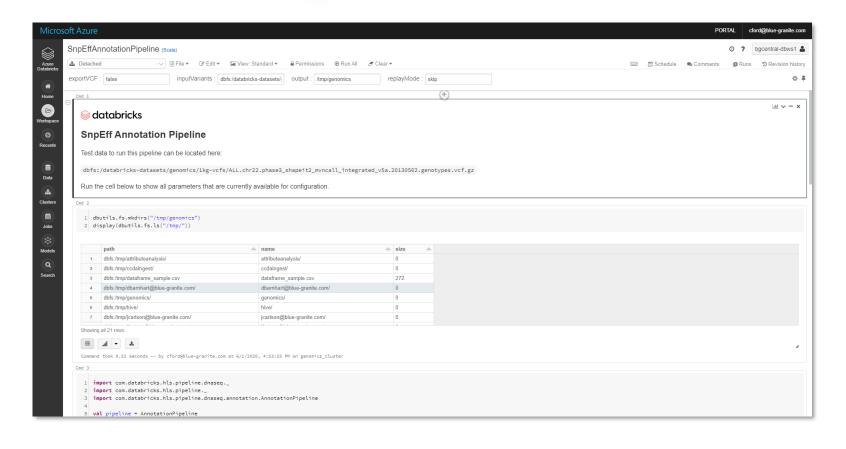
Machine Learning Service

Familiar Jupyter or RStudio environment for interactive analyses and operationalization



Azure Databricks

Fast, easy, and collaborative Apache SparkTM based analytics service.

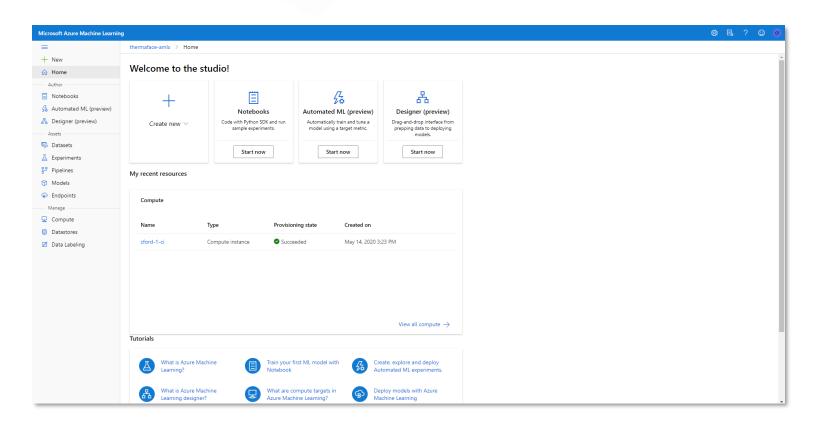


- Familiar notebook-style IDE
- Massively scalable
- Collaborative
- Python, R, Scala, and SQL



Azure Machine Learning Service

Enterprise-grade machine learning service to build and deploy models faster.



- Familiar JupyterLab, Jupyter, and RStudio IDFs
- Python and R SDKs
- Easy operationalization of code as APIs

About LendingClub

- Headquartered in San Francisco
- World's largest peer-to-peer lending platform of unsecured, personal loans.
- Launched as a Facebook app in 2007, spun off as its own company the next year.
- Amounts range from \$1,000 to \$40,000.
- Lenders earn money from interest; platform earns money from service fees and origination fees.



Largest tech IPO in 2014

(Source: CNBC)

Demo

Thank you!

Modern Data Platform and Analytics Strategy, Governance, and Adoption

FREE One-on-One Q&A Session

https://www.bluegranite.com/azure-data-architect-offer



Jon Gore
jgore@bluegranite.com