

CAREER EPISODE SUMMARY

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1. Situation

A Data Science Consultant from Accenture Australia working on Phase 2 of a multi-million dollar Advanced Analytics project at a large Telecommunications Client in 2018.

The project delivery team was split into pods aligned to different analytics use cases with a 3 month delivery timeframe. Each pod had 3 members: manager, data scientist, and data analyst.



3. Action

Delivered 3 machine learning models using CCR data, using the R statistical programming language. This is because the risk populations for each of the 3 sales channels are very different.

Technically, this involved data sourcing, data cleansing, data exploration, feature engineering, model training, model evaluation, and handover. In parallel, there was a lot of liaising between Risk, Data Governance, Credit Risk, and Business teams from the client side.



2. Task

Deliver machine learning model(s) for the Credit Risk use case using Comprehensive Credit Risk (CCR) data to predict probability of default.

The existing productionised, consumer Credit Risk model is old and only uses negative credit information provided by the Credit Reporting Bureau (CRB). Positive credit risk information is expected to provide better predictive power.



4. Result

The models showed a huge uplift in discriminative power between good and bad customers compared to the existing model and as a result, lower bad debt rates and higher customer acceptance rates to help meet client's internal KPI targets.

The client was extremely satisfied and we sold the productionisation of the model for the next phase.

