

A background image showing four business professionals in an office setting. A man with curly hair and a beard, wearing a blue suit, is shaking hands with a woman in a grey blazer. Another man with glasses and a white shirt is standing behind them, smiling. A woman with long dark hair is also visible, smiling. The scene is brightly lit, suggesting a window in the background.

EQUIFAX®

Data and Analytics in Real World Applications

Industry Guest Lecture: Dr. Carlos Leung
April 2023

This information does not constitute legal, accounting or other professional financial advice. The information may change, and Equifax does not guarantee its currency or accuracy. To the extent permitted by law, Equifax specifically excludes all liability or responsibility for any loss or damage arising out of reliance on information in this release and the data in this report, including any consequential or indirect loss, loss of profit, loss of revenue or loss of business opportunity.

Copyright © 2023 Equifax Inc. All Rights Reserved.
Equifax is a registered trademark of Equifax Inc.

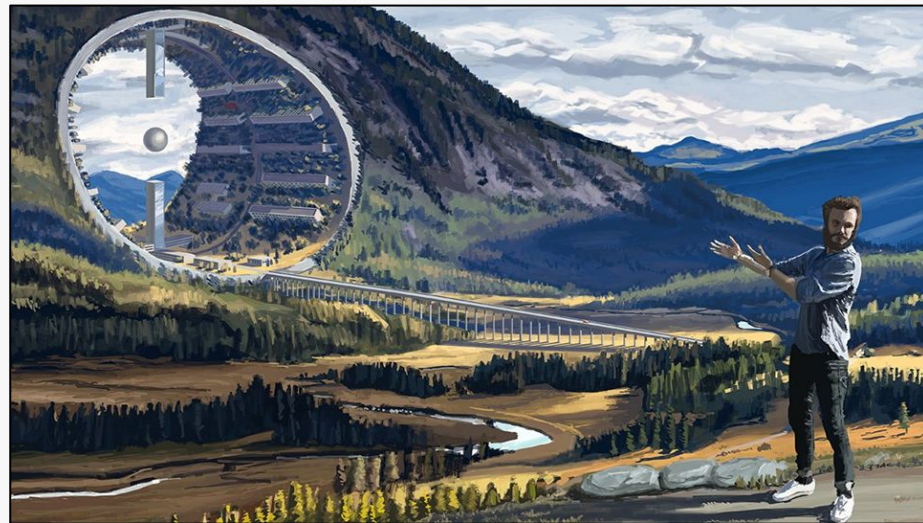
A background image showing four business professionals in an office setting. A woman on the left and a man on the right are shaking hands, while two other people stand behind them, all smiling. The image has a dark overlay.

Data and Analytics in Real World Applications

slido

slido.com
#DREAMBIG

My Story



AI beating human in games

Game	Board Size	State-Space Complexity	Year Defeated		
Tic Tac Toe	9	10^3			
Connect 4	42	10^{13}			
Backgammon	28	10^{20}			
Chess	64	10^{47}			
Go (19x19)	361	10^{170}			
Texas Holdem	N/A	10^{180}			
Starcraft II	N/A	10^{1685}			
Stratego	92	10^{115}			
Bridge	N/A	?			

slido.com #DREAMBIG

AI beating human in games

Game	Board Size	State-Space Complexity	Year Defeated
Tic Tac Toe	9	10^3	1952
Connect 4	42	10^{13}	1995
Backgammon	28	10^{20}	1979
Chess	64	10^{47}	
Go (19x19)	361	10^{170}	
Texas Holdem	N/A	10^{180}	
Starcraft II	N/A	10^{1685}	
Stratego	92	10^{115}	
Bridge	N/A	?	

slido.com #DREAMBIG

AI beating human in games

Game	Board Size	State-Space Complexity	Year Defeated		
Tic Tac Toe	9	10^3	1952		
Connect 4	42	10^{13}	1995		
Backgammon	28	10^{20}	1979		
Chess	64	10^{47}	1997		
Go (19x19)	361	10^{170}	2015		
Texas Holdem	N/A	10^{180}			
Starcraft II	N/A	10^{1685}			
Stratego	92	10^{115}			
Bridge	N/A	?			

slido.com #DREAMBIG

AI beating human in games

Game	Board Size	State-Space Complexity	Year Defeated
Tic Tac Toe	9	10^3	1952
Connect 4	42	10^{13}	1995
Backgammon	28	10^{20}	1979
Chess	64	10^{47}	1997
Go (19x19)	361	10^{170}	2015
Texas Holdem	N/A	10^{180}	2017
Starcraft II	N/A	10^{1685}	2019
Stratego	92	10^{115}	2022
Bridge	N/A	?	2022

slido.com #DREAMBIG

D&A Mega Trends @ 4IR

Data Fabric,
Data Mesh

Unstructured
Data

Link Everything

Open Data,
Data
Democracy

DATA

D&A Mega Trends @ 4IR

Generative &
Adaptive AI

AI TRISM (Trust,
Risk, Security,
Management)

Anything As a
Service (XaaS)

Machine
Consulting,
Decision
Intelligence

ANALYTICS

Meet 'AI Yoon', digital avatar of South Korean presidential candidate Yoon Suk-yeol @ 2022 Presidential Election



Communicate and Connect



Data Driven Decision Making

Help people and businesses make insightful, confident decisions

Data Driven Insights

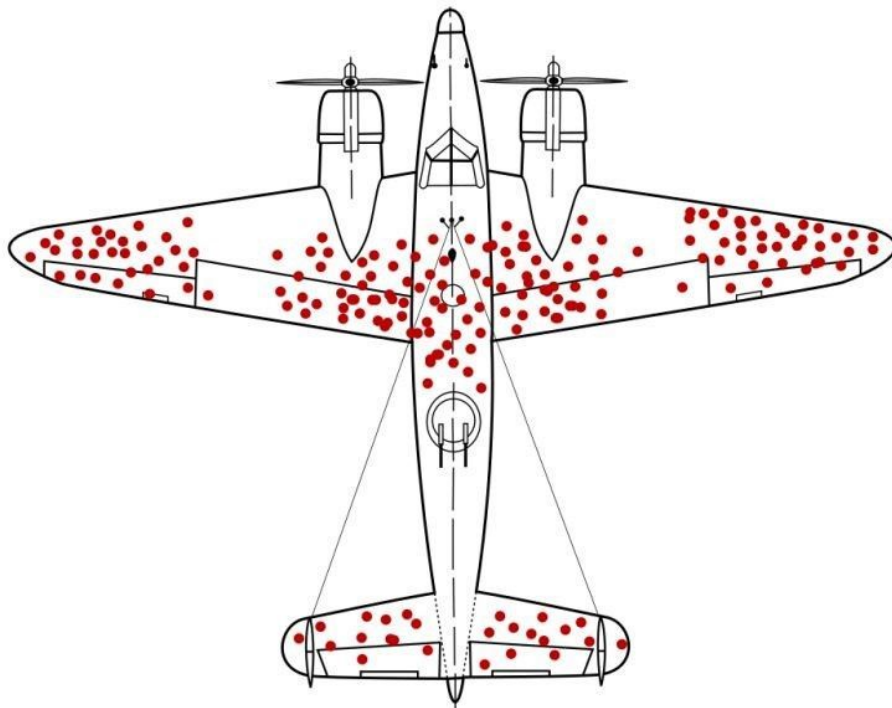
Instance of deep understanding

Advice

Give a recommendation, from your perspective

Focus on communication and storytelling

Data Driven Insights



What's good quality data?



What are these banking executives thinking about?



**Chief Marketing
Officer
(CMO)**



**Chief Risk Officer
(CRO),
Chief Actuary**



**Head of
Sales**



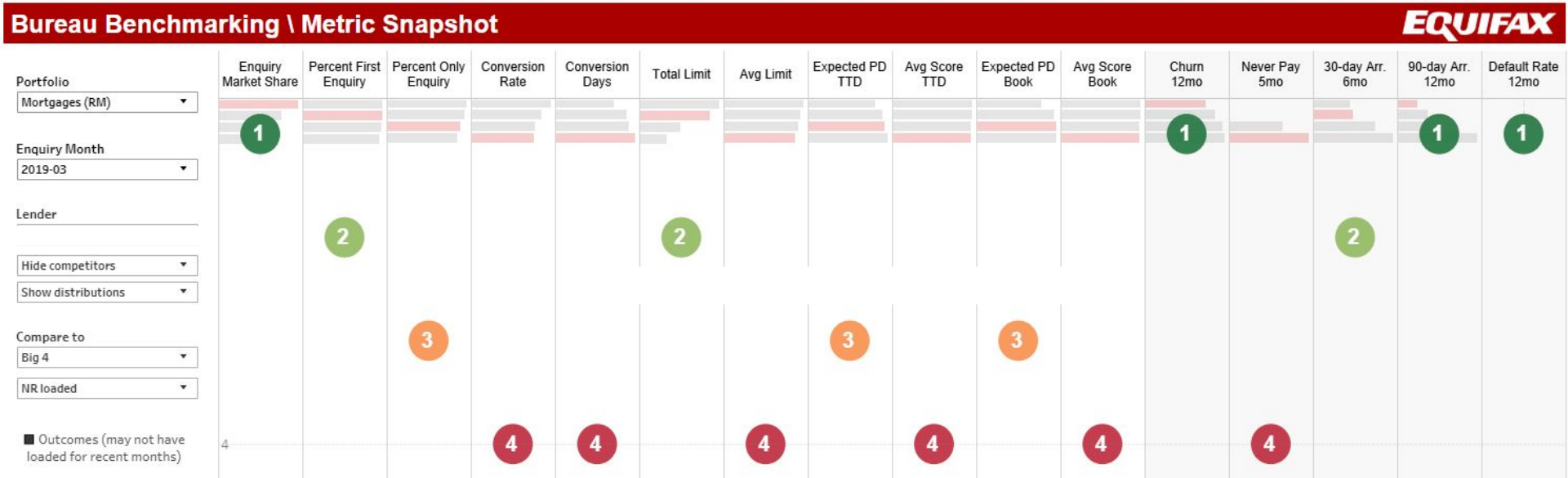
**Chief Data
Analytics Officer
(CDAO)**

MARKET VIEW AND BENCHMARK

Insights dashboard



Imagine an executive for the Mortgage Portfolio:



MARKET VIEW AND BENCHMARK

How does bank's churn compare to the market?
Does bank really have a churn problem?



DIAGNOSTICS
& INSIGHTS

Bureau Benchmarking \ Metric Snapshot

EQUIFAX

Portfolio
Mortgages (RM) ▼

Enquiry Month
2019-03 ▼

Lender

Hide competitors ▼

Show distributions ▼

Compare to
Big 4 ▼

NR loaded ▼

■ Outcomes (may not have loaded for recent months)



MARKET VIEW AND BENCHMARK

Is bank's position in the market consistent?

Is the drop to #2 a consistent trend?

Is it the market or me?



DIAGNOSTICS
& INSIGHTS

Bureau Benchmarking \ Metric History

EQUIFAX

Portfolio

Mortgages (RM)

Period

July 31, 2018 December 31, 2018

Metric

Churn

Lender

Show distributions

Compare to

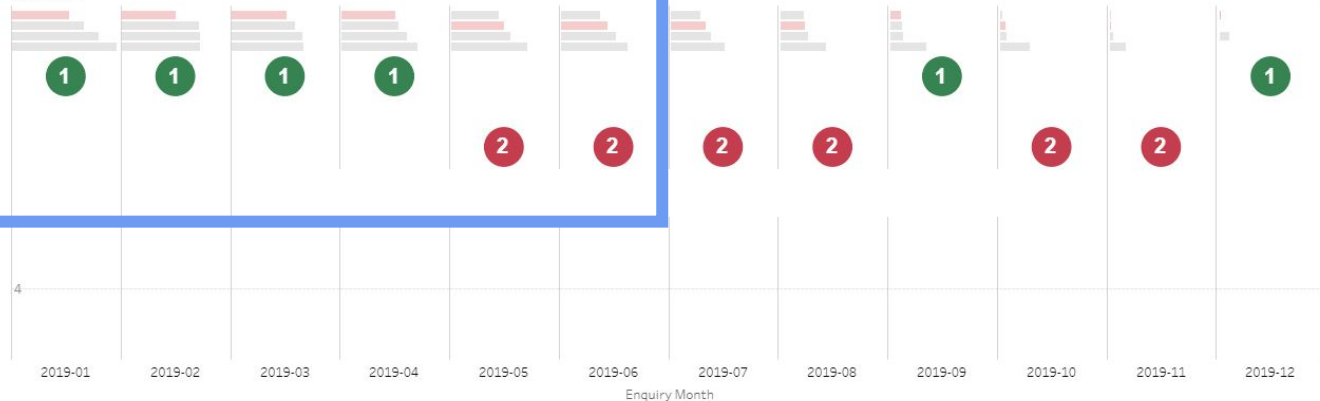
Big 4

NR loaded

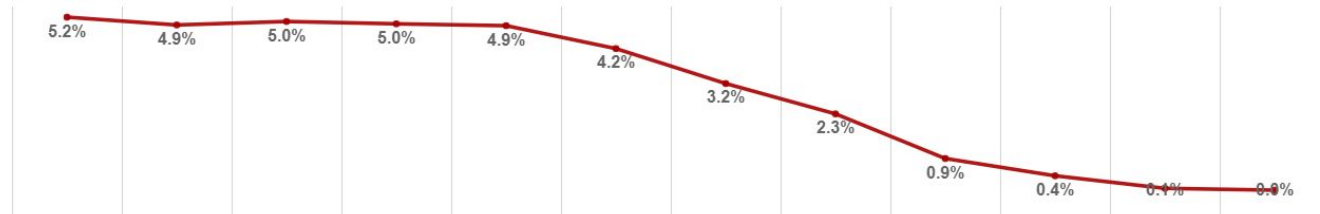
Comparison Group

1
2
3
4

Rank: Churn



Churn & Enquiry Count (bars)



What else are these executives thinking about?



**Chief Marketing
Officer
(CMO)**



**Chief Risk Officer
(CRO),
Chief Actuary**



**Head of
Sales**



**Chief Data
Analytics Officer
(CDAO)**

NEXT BEST ACTION FOR RETENTION

From analytics to operational strategies for insurers



PRESCRIPTIVE

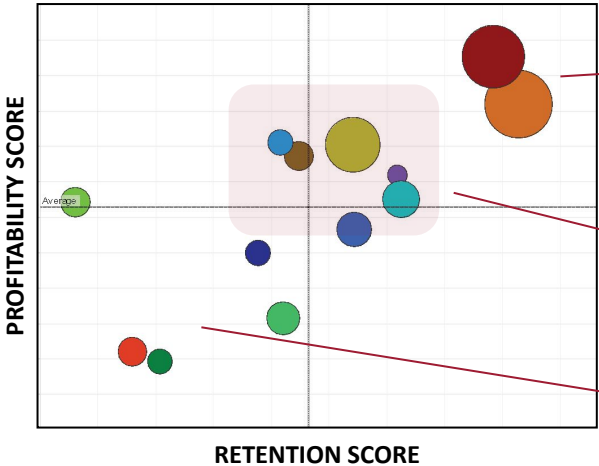
RETENTION ANALYTIC MODELS
PROVIDE



DRIVERS OF CHURN AND
SCORED CHURN LIKELIHOOD OF
EACH CUSTOMER

KEY TO RETENTION IS CUSTOMER SATISFACTION
AND PRODUCT SUITABILITY

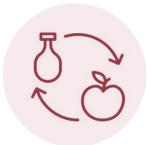
ANALYTICS CAN HELP PROACTIVELY FOCUS ON STRATEGIES
THAT MATCH CUSTOMERS' NEEDS



STRATEGIC CAMPAIGNS TO LOYAL
CUSTOMERS



PRIORITISE STRATEGIES FOR GOOD
CUSTOMERS ON BORDERLINE RISK
OF CHURN



PROACTIVE HELP CUSTOMERS
REVISE PRODUCT SUITABILITY

Strategies driven by analytics insights



1 Diagnostics

WHAT HAPPENED?

- MARKET TRENDS
- BENCHMARKING
- HOW HAVE CUSTOMERS BEHAVED



2 Predictive

WHAT'S LIKELY TO HAPPEN?

- AI / ML MODELS
- INNOVATIVE NEW DATA
- ADVANCED TECHNIQUES



3 Prescriptive

WHAT'S THE NEXT BEST ACTION?

- OPERATIONALISE ANALYTIC MODELS
- BUSINESS STRATEGIES

16.7M



Latin American consumers
gained access to credit

Equifax Stats

2022 data points

Over
16M

In Chile, the number of identity
theft queries Equifax received,
helping prevent possible identity
theft every day



Over
360k

Australians obtained
access to their first car loan

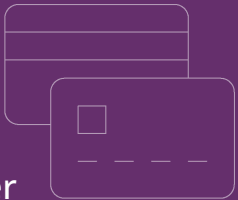


10.2M

In Australia, Equifax
assessed credit applications
for potential fraud, helping to
stop \$676M in potential losses

Over
2.1M

Helped United Kingdom
consumers get a credit card



Over
45M

The Work Number service fulfilled verifications in support
of government assistance programs in the United States



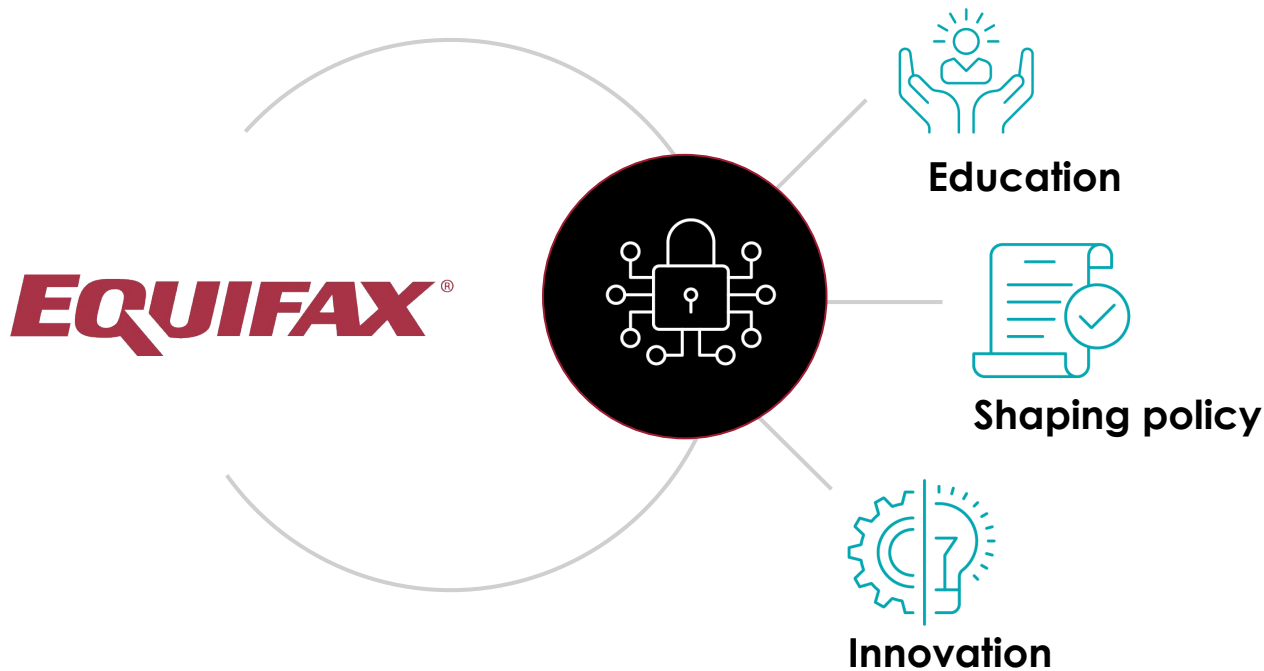
Nearly
795k

Families in Australia bought
their first home with support
from Equifax



Supporting Financial Inclusion

Financial inclusion and closing the financial education gap is something that is high on the priority list of Equifax both locally and globally



IF YOU **CHANGE** THE WAY
YOU **LOOK** AT **THINGS**,
THE **THINGS** YOU
LOOK AT **CHANGE**.

Wayne Dyer



Feel free to connect



<https://www.linkedin.com/in/carlos-leung/>

<https://www.linkedin.com/company/equifax---australia/>

or with the Equifax HR team

<https://equifax.gr8people.com/>





powering the world with *knowledge*™

This information does not constitute legal, accounting or other professional financial advice. The information may change, and Equifax does not guarantee its currency or accuracy. To the extent permitted by law, Equifax specifically excludes all liability or responsibility for any loss or damage arising out of reliance on information in this release and the data in this report, including any consequential or indirect loss, loss of profit, loss of revenue or loss of business opportunity.

Copyright © 2023 Equifax Inc. All Rights Reserved. Equifax is a registered trademark of Equifax Inc.