

The analytics we are building

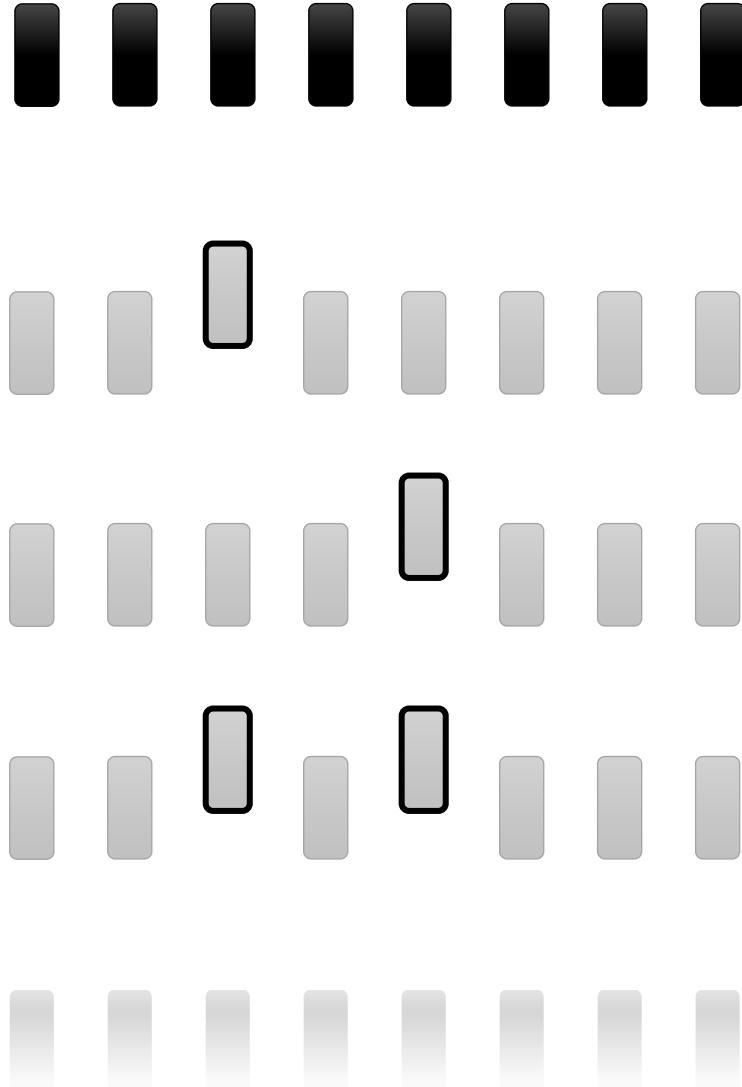


Meet Octave
Features, ever-expanding.

Built-in data knowledge.

Passing around data knowledge mouth-to-mouth is repetitive, time-consuming and prone to error. Octave uses the most comprehensive data knowledge to select the best metric for each KPI from various datasets, upgrade it to the Octave standard, and compile it to the database.

All metrics in Octave database are concisely explained so users can be confident they are using the right KPI. No more “not-sure”s.



Continuous Integration

Analyses and models create new customer segments, tags, flags, even metrics. They are often left unused because other analysts don't know the definition, or the feature does not cover the whole base, or simply because they are not aware that feature existed.

Once we help analysts to upgrade their features to the Octave standard, the features will be automatically integrated into the database every month. Octave runs the feature generation program, validates the result, and append it to the ever-expanding Octave database.

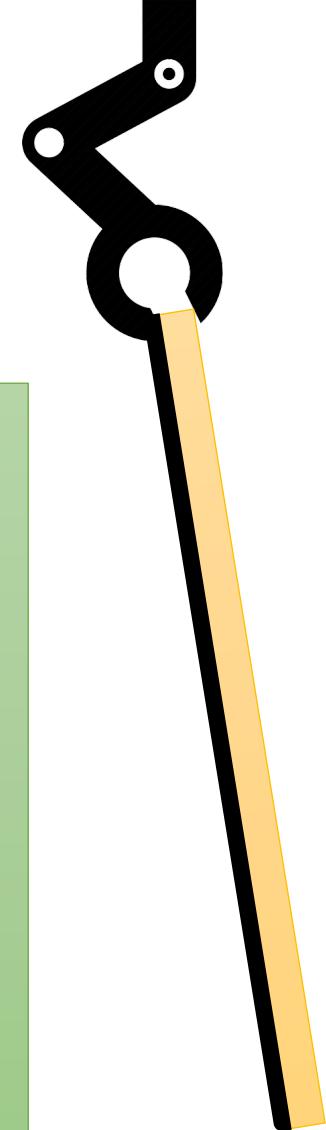
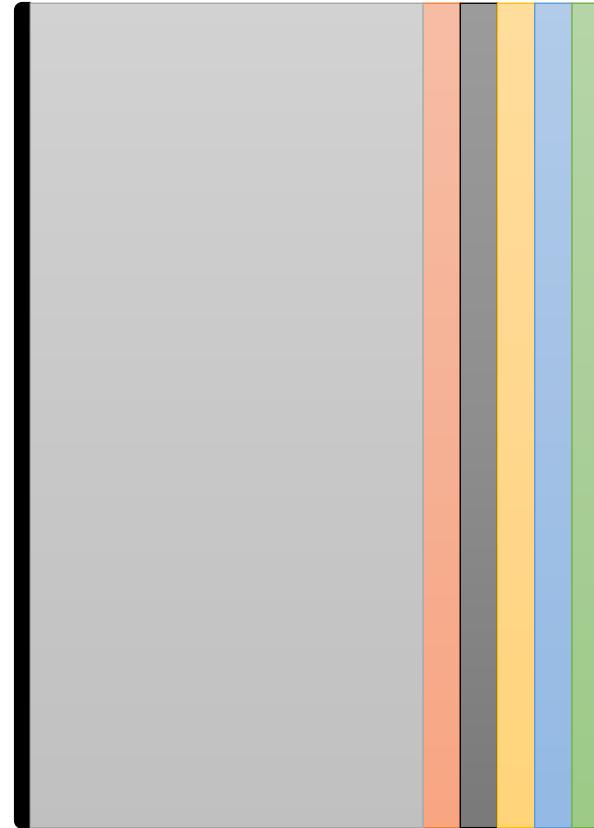
Once for all

Create the feature once, and Octave will take care of the exhausting monthly refreshes and integrations.

ACID

Database updates strictly follow Atomicity, Consistency, Isolation, Durability principles.
Translate: don't corrupt the database.

Every analysis is a stepstone for the next big thing.



Quality control by Octave committee.

Octave database system is only as good as the metrics and features in it. So it is important that every feature is carefully reviewed before its inclusion. The Octave committee makes sure future features carry new information, have meaningful names, and meet other standards. The committee also oversees the integration process.

The result is a dependable Octave database, updated with clearly-defined, information-rich features. It is critical that we lay down a solid ground for analysis.



Every feature is strictly examined to meet the Standards.



The committee seeks to minimize analysts' efforts to submit features by requiring only the essential information.

Octave Standards

- Carries new information that is not in the database.
- Adheres to the naming convention.
- Has meaningful, descriptive name.
- Has a concise feature description.
- Has short explanation of possible values.
- Does not have missing values.



**Intelligence.
Structured. Boosted. Communicated.**

Analyze data in Heartbeat.

For the first time, data analysis can catch up with the pace of your thought. Every idea has the potential of making a great impact. Never let another idea go just because it takes time to write the program, pull in a new data source, run the program, debug errors, re-run the program, debug more errors, rere-run the program, crunch the data, export to a spreadsheet, and finally, verify your idea.

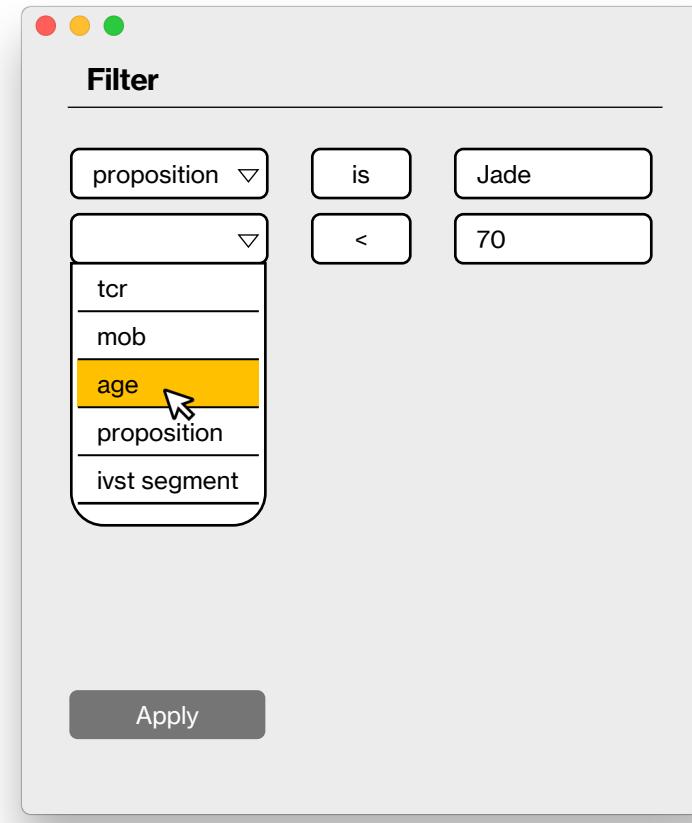
Benefited from intuitive interface, structured workflow, and high-performance database, you can verify your brilliant idea and make your impact right at the moment, on Heartbeat.



50%

Refresh analysis report
table with new dimensions
in seconds.

more efficient data
analysis turnaround



Analytics as a think tank.

An analyst's hard work is never meant to be a disposable report. Big or little, each analysis report contains valuable knowledge of your customers' demographics, behavior patterns, risk-appetites, financial needs, and much more.

This is why Heatbeat archives a report with its conclusion and comments, along with the underlying data that led to this great discovery. So future analysis can stand on the shoulder of giants.



Every insight helps the next one to reach further and deeper.



Build up a think tank by assembling structured insights.

The screenshot shows a window with two cards. The top card is titled "Value sizing of referring NRC back to China" and discusses referral statistics. The bottom card is titled "25% NTJs fund out in f3m" and discusses customer funding. Both cards include author information and a "read more >>" link.

Value sizing of referring NRC back to China

Top NRC home cities include Shenzhen and Shanghai. SH has the highest avg. TRB at HKD \$300k. Over the years, northern China referral quantity is catching up with PRD.

by Jane Carpenter, 47 minutes ago [read more >>](#)

25% NTJs fund out in f3m

Among new-to-Jade customers from Jan18 to Apr19, a worrying 25% funded out in the first 3 months into the proposition.

by Claire Blackburn, 4 hours ago [read more >>](#)

Years of intelligence. At your fingertips.

Archiving every insight is just a start. How do we navigate to find what we want among a thousand stars?

A powerful search engine indexes all published insights and reports. Users and analysts can instantly search through tens of thousands of titles, descriptions, and even numbers in every insight. The ultimate way to familiarize a new field of customer study or refresh your knowledge to the most up-to-date insight.



Navigate among insights with ease with keyword searching.



Attached files carry customizable reports.



Search through models, analysis reports, and sizing results alike.

behavior

- M Investment behavior segmentation for Jade and Premier (AMH)
- A AOC credit card revolving behavior study
- S Behaviour differences between AOC and AMH customers' card...
- A Diving into unusual fund out behaviors

by: Jane Carpenter

referral international US

Your most valuable asset. Doubled.

Together, Octave database system and Heartbeat analysis platform provide the ideal environment for analysts and users to analyze problems and discover insights. Typically, adding a finer dimension along and a few metrics to the report takes 6 - 30 seconds. With this lightning-fast refresh speed, new ideas sparked during meetings can be tested immediately, enabling a discussion-based business intelligence generation process.

By saving hours of analysts' data cleaning, massaging, and coding time, this solution allows you to allocate more intelligence resources to modelings and deep-dive analyses. They generate a tremendous amount of business value - not data cleaning.



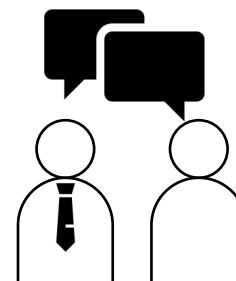
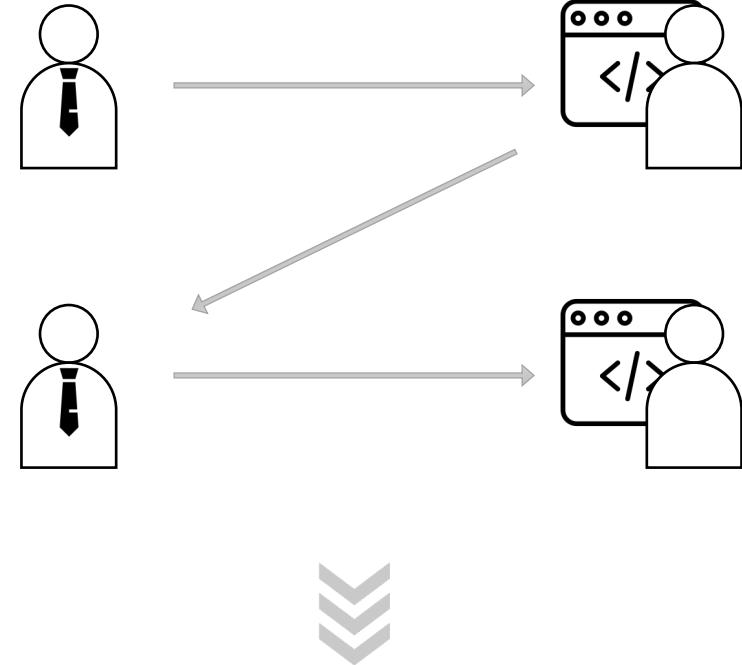
Numbers will always match and be consistent with each other because they are from the same base.



Structured database and analysis framework are more creditable.



Reach higher, dive deeper, sought further by standing on a firm foundation.



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