

BUSINESS PROCESS CONCLUSION PREDICTION

GROUP F - JUNE 2024

Master Degree Program in
Data Science and Advanced Analytics

Business Cases with Data Science Course

TEAM MEMBERS



Emília Santos
20230446

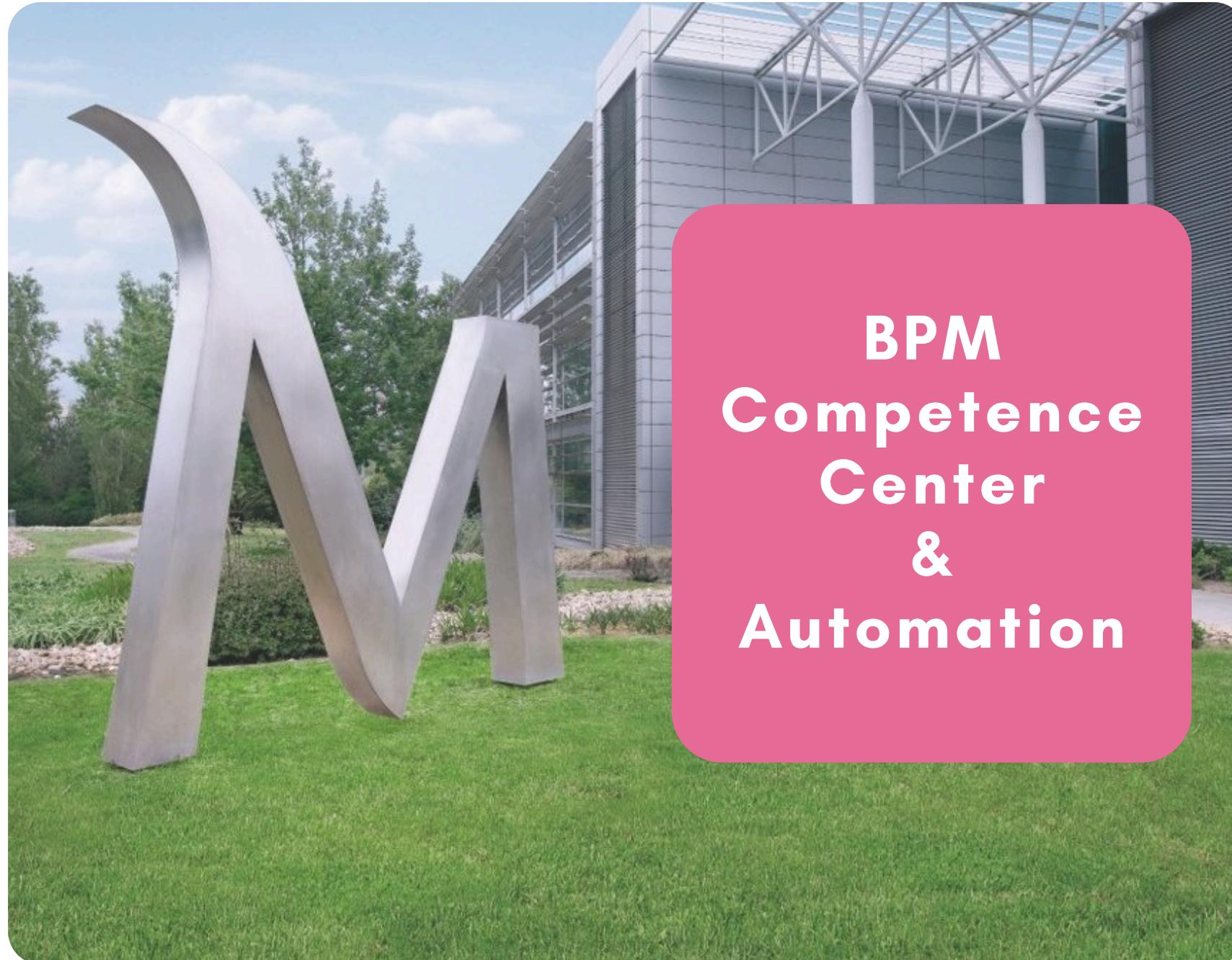
Bernardo Pinto
20230978

Nicolás Reyes
20230779

Ricardo Kayseller
20230450

Stepan Kuznetsov
20231002

BUSINESS CHALLENGE



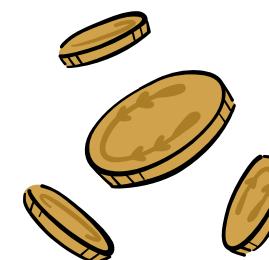
Objectives

- Determine if requests will be **rejected** or **successfully executed** based on the process stage
- Enhance bank's operational capabilities + customer service

PROCESS ROADMAP

BUSINESS UNDERSTANDING

Millennium bcp



DATA UNDERSTANDING/PREPARATION

1 CSV file with 4 sheets
(task and user information,
request data and rejections)

DEPLOYMENT



EVALUATION



MODELING

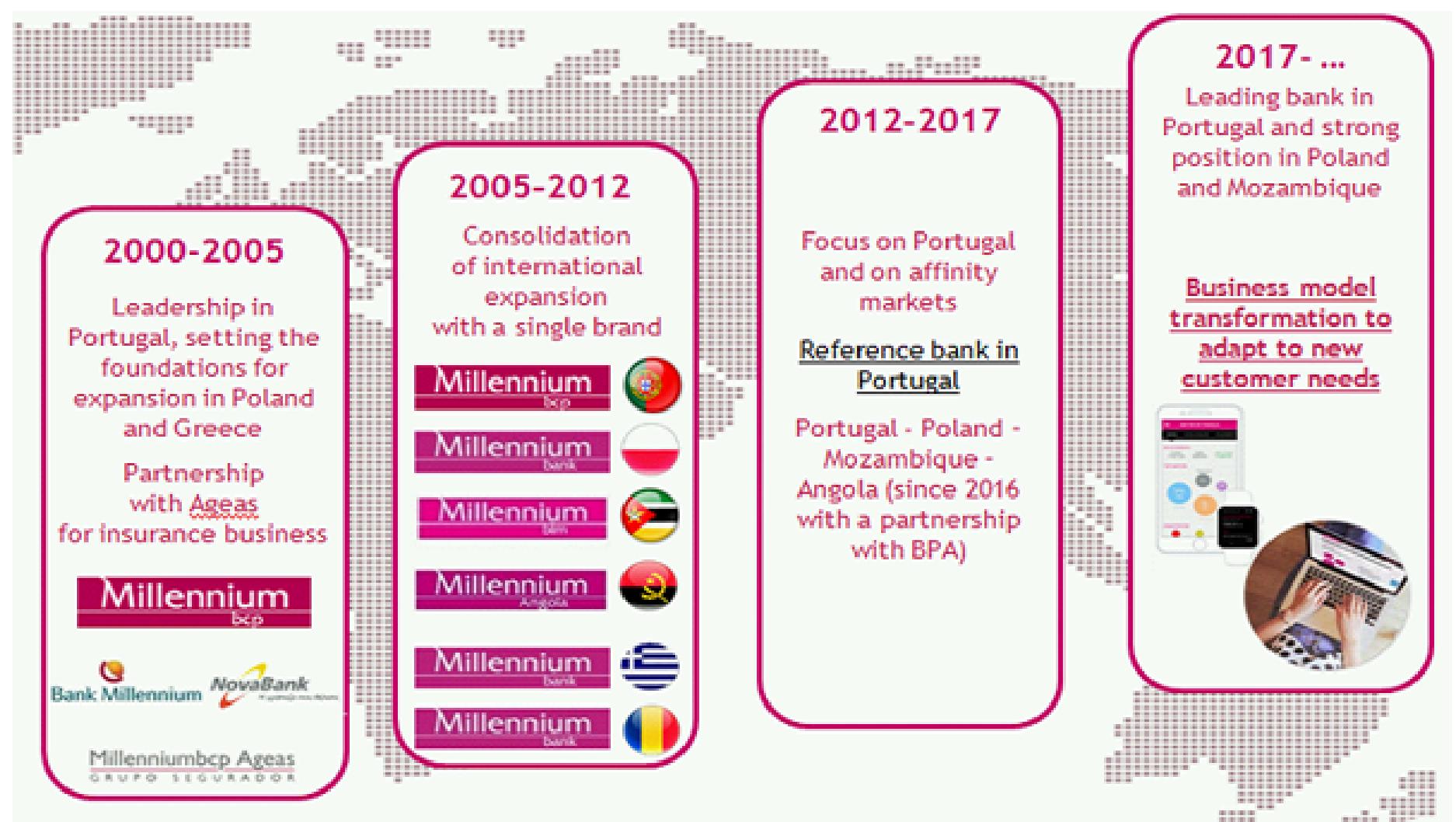
5 Predictive Models





BUSINESS UNDERSTANDING

The largest privately-owned Bank in Portugal



- Best in class efficiency
(Full exploitation of mobile and automated capabilities)
- Data and technology edge
(the implementation of data platform with advanced analytics models)

"Aqui Consigo" (Always with you/Here I can)



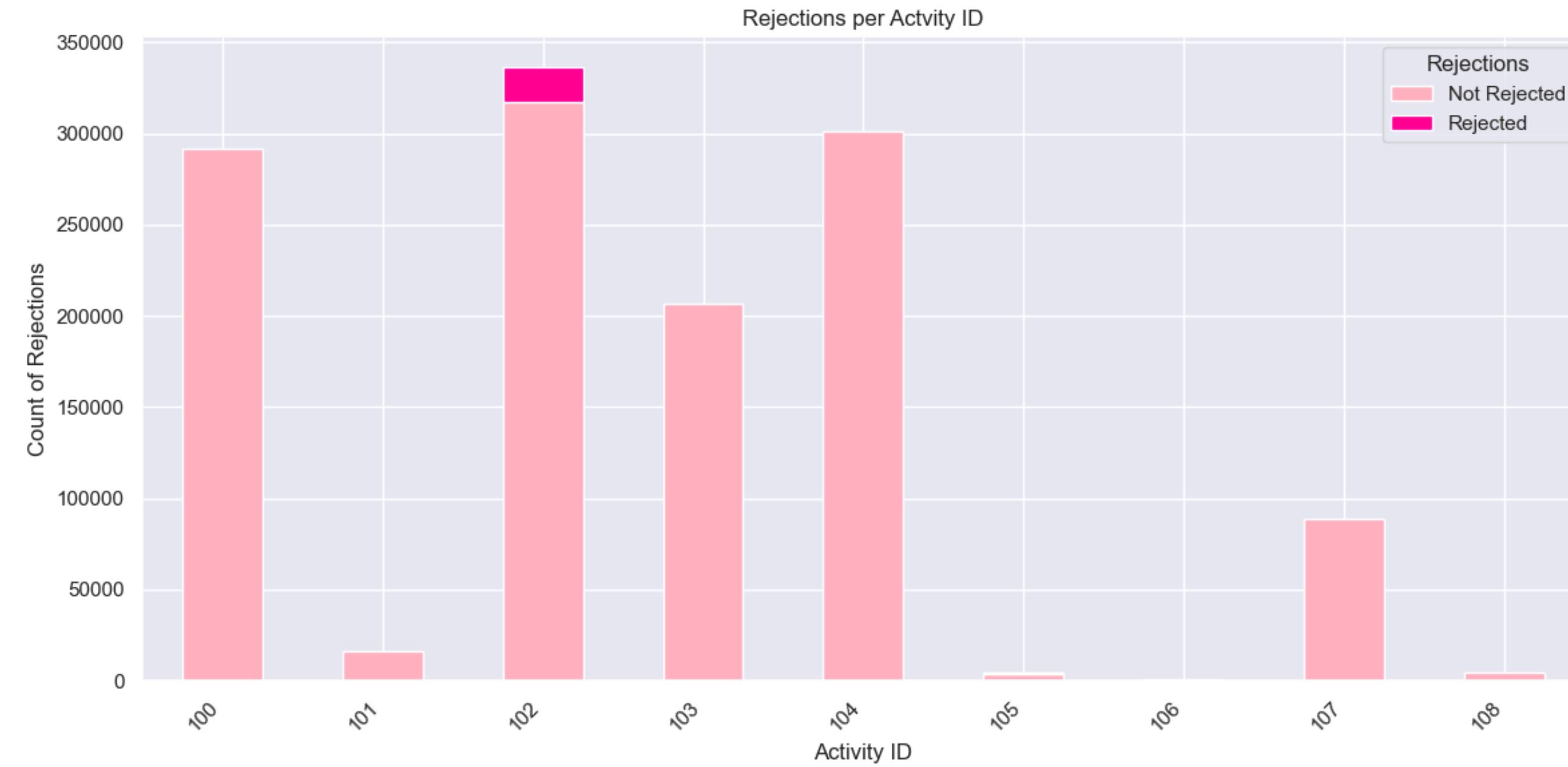
BUSINESS UNDERSTANDING

Advancing Digital Excellence: Q1 **2024** Highlights



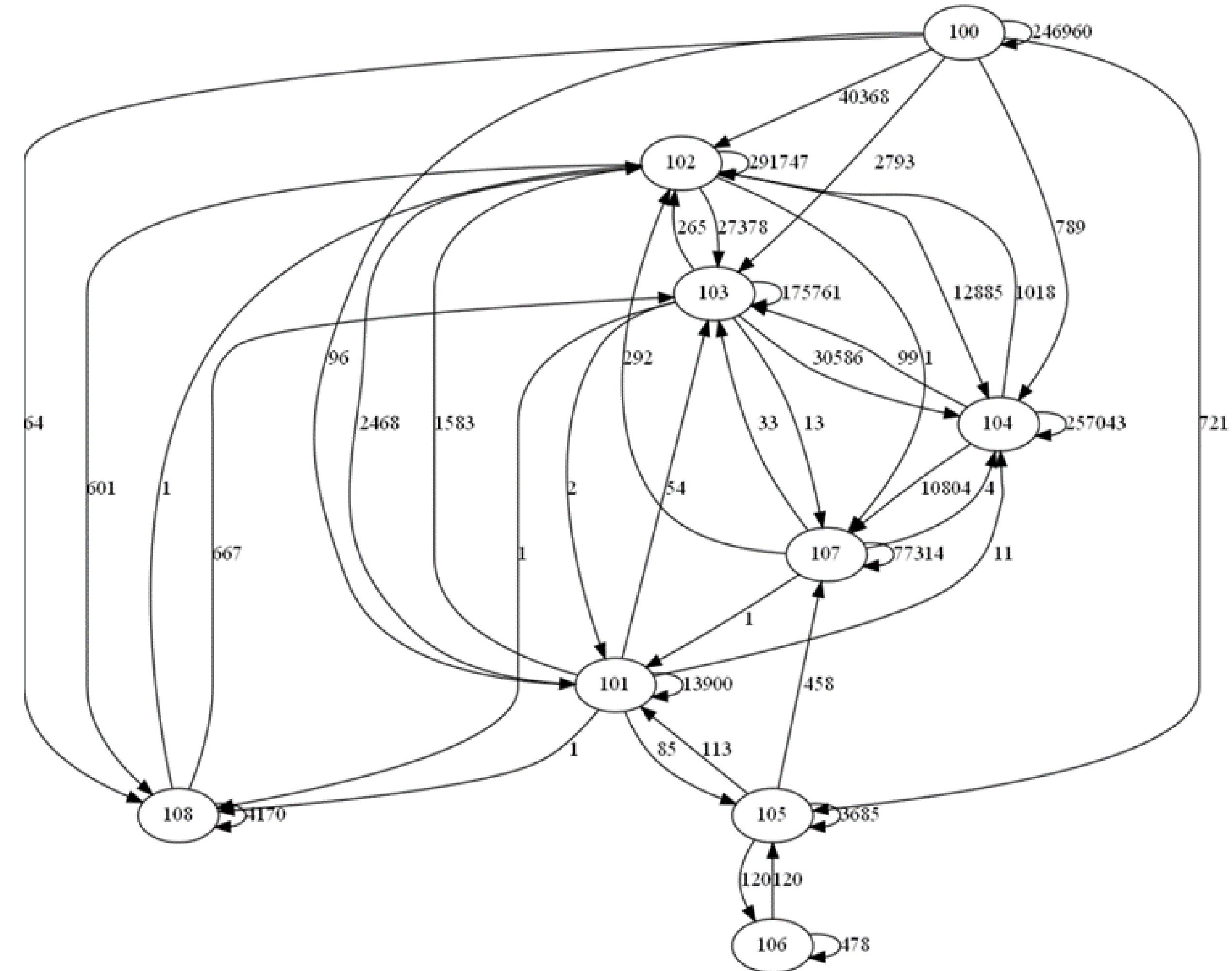
- **Digital Client Growth:** "1,894 million digital clients in Portugal"
- **Resource Growth:** "+7.0% growth in total resources since Q1 2023"
- **Core Profits Growth:** "+3.8% core profits compared to Q1 2023"
- **Net Group Income:** "€234.3 million consolidated net income in Q1 2024"

DATA UNDERSTANDING



Rejections are associated with activity 102

DATA UNDERSTANDING

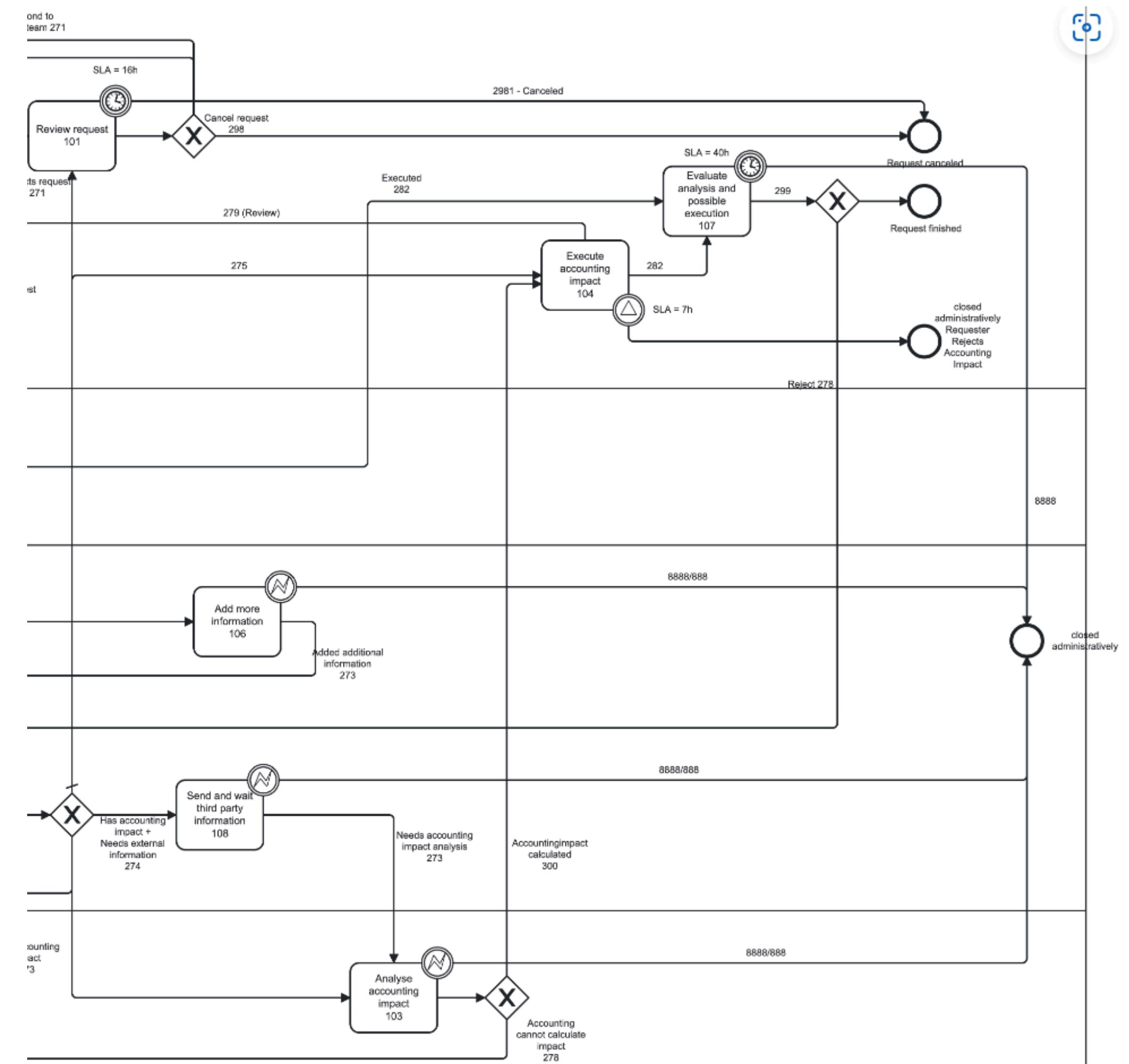




M

TARGET DEFINITION

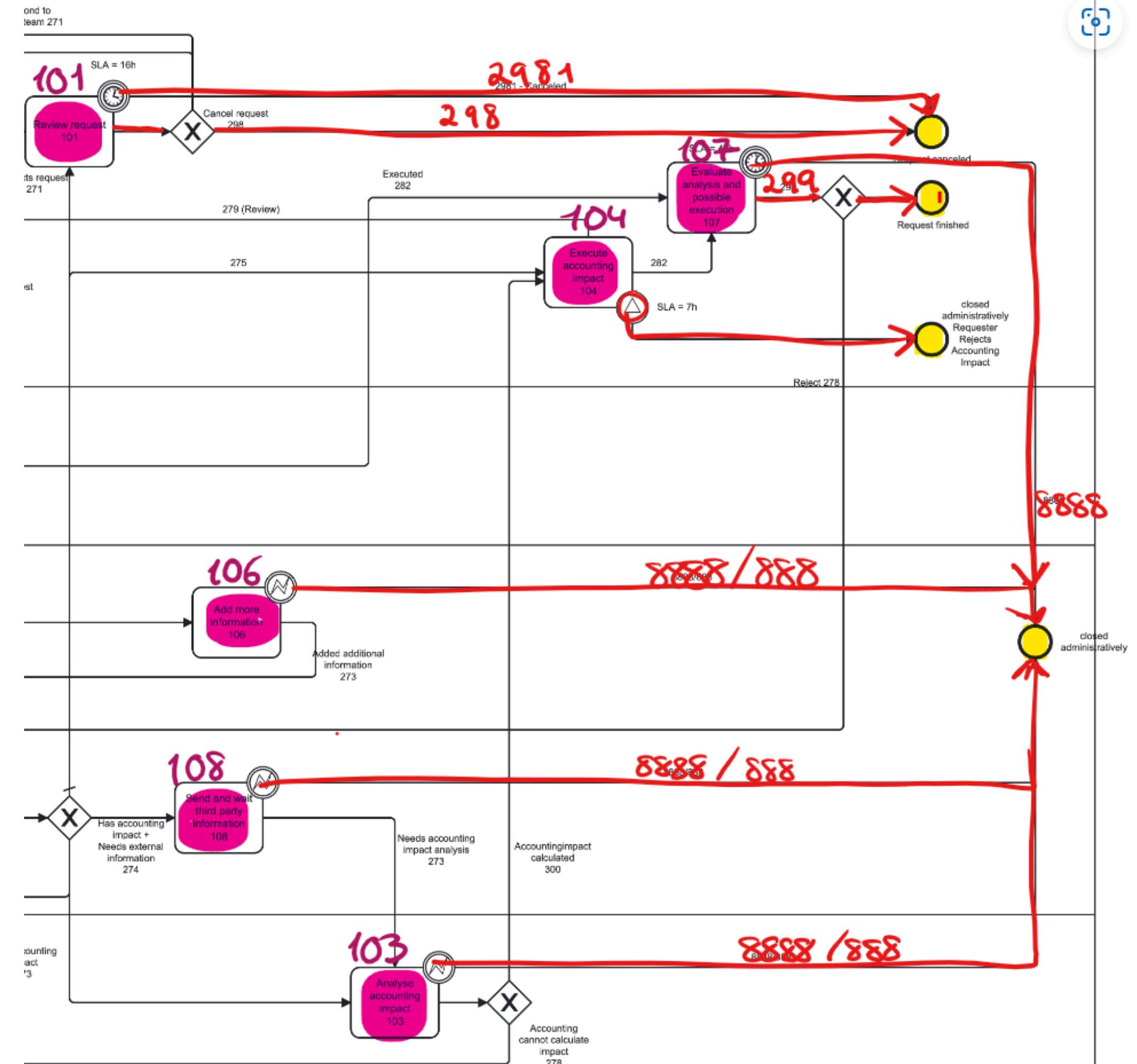
- Request Canceled
 - Request Finished
 - Closed Administratively
(requester rejects accounting impact)
 - Closed Administratively



M

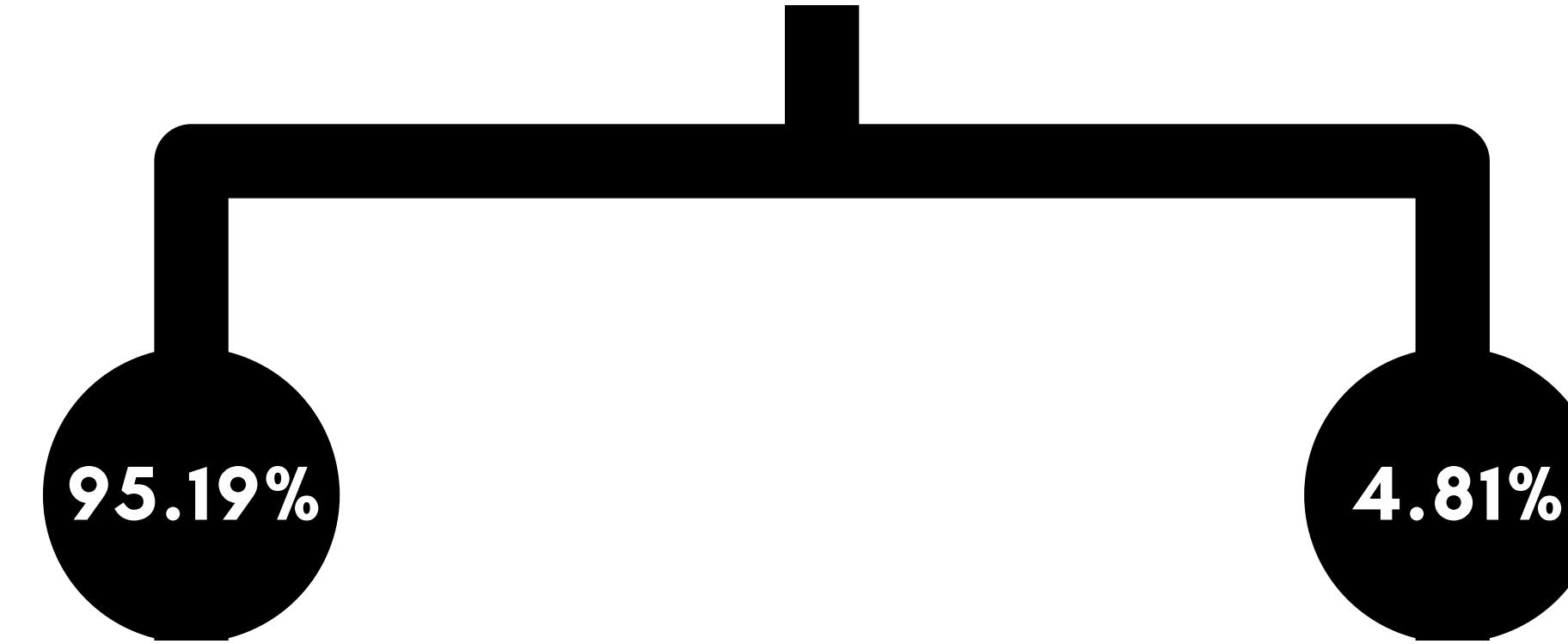
TARGET DEFINITION

- Request Canceled
- Request Finished
- Closed Administratively (requester rejects accounting impact)
- Closed Administratively



PREDICTIONS

When requesting what is the predicted outcome?

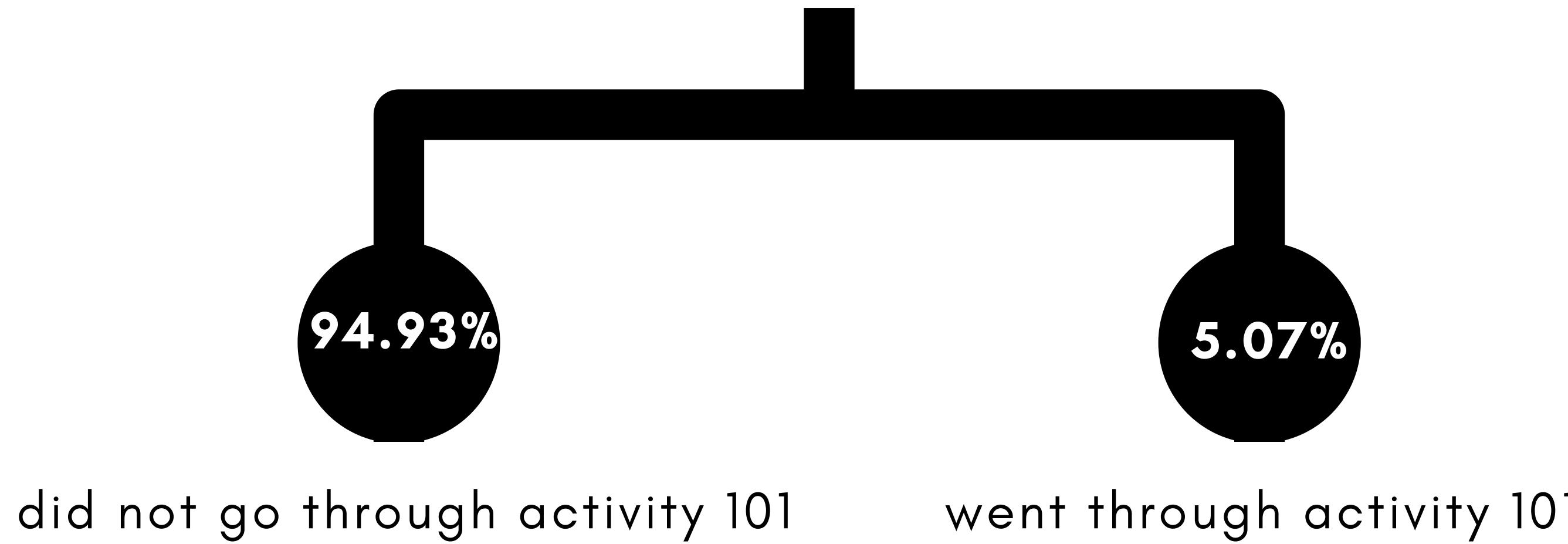


- ~2% cancelled
- ~1% finished
- ~3% closed administratively

Majority was not rejected

PREDICTIONS

When executing the request (102 or 105) what is the predicted outcome?



Out of all these:

- 73% Closed administratively /Requester rejects accounting impact
- 25% finished
- 2.1% cancelled

Majority was not rejected

DEPLOYMENT

2- USER ADOPTION & TRAINING

Digital transformation process

- Training session
- Easy-to-access resources

1-INTEGRATION



4- TECHNOLOGY & INFRASTRUCTURE

3- MONITORING & IMPROVEMENT

5- STAKEHOLDER ENGAGEMENT

Models meet practical needs

- Feedback session
- Adapting tools
- Re-applying/testing



6- SCALABILITY & EXPANSION



THANK YOU!

BUSINESS PROCESS CONCLUSION PREDICTION

JUNE 2024

