Data enlightenment

SIX Financial Information

A way to analyse gathered information about customer data usage

Goals

SIX goals:
- Gather usage information about customer data
- Improve enrichment of data feed
- Increase value of delivered data

SIX customer goals
- More individual and specific data feed
- Overview about SIX product usage
- Improve workflow efficiency

How to achieve goals

- Gathering information about customer data usage → Customer should be responsible

- Providing API for data delivery

- Meaningful representation of gathered data → Directed weighted graph

- Possibility to forecast future actions based on learned user behaviour → Markov chain

Strengths and Weaknesses

// here starts the hypothetical part

➕ Granular data analysis
➕ Strictly based on individual customer usage
➕ Simple approach

➖ No complex data analysis, e.g. "probability of requesting company actions after viewing plain market data depends on clients value expectations related to actual value"

Next Steps of Action

- Bring the prototype to an alpha draft
- Discuss implications with customers
- Evaluate other approaches, e.g. more complex data analysis
- Think about how to use gathered data to actually improve feed quality