Data enlightenment

SIX Financial Information

A way to gather and analyse information about customer data usage

Goals

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

➕ Granular data analysis
➕ Strictly based on individual customer usage
➕ Pragmatic approach
➕ Extensibility for future data mining analysis

➖ New API for customers
➖ No bulk delivery of reference data

Solution