



Your Outsourced...
Chief Data Scientist
Chief Data Officer
Chief Strategy Officer



FinTech
DS+C

Data Science + Consulting

Transform Your Data into An Asset

For decades, community credit unions have experienced great success leveraging the foundation of being local to the market, building strong relationships, making local decisions, focusing on service and using the intuition of leaders. This successful method is being challenged by larger institutions who are investing millions in advanced analytic models and data scientists. Your best customers are another credit union's best targets.

FinTech Data Science + Consulting will help you level the data analytic playing field. Consider our expertise as your outsourced Chief Strategy, Analytic, and Data Officer. Our extensive experience will reveal dozens of opportunities that lie within your data, or that will appear when integrated with simple external data that delivers an immediate ROI.

As many U.S. community credit unions continue to face pressure to stay profitable and combat steep competition, understanding customer needs and preferences becomes a critical success factor. Through data science and advanced analytic techniques, credit unions can use critical customer data to better manage market uncertainty, enhance profitability, improve retention, efficiencies and control risks.

By applying advanced data analytics to extract actionable intelligent insights and quantifiable predictions, credit unions can make more data-driven decisions that encompass all types of customer behavior that include offering the right service or product, to the right customer, at the right time using the right channel, message, and approach. This results in the development of a solid set of recurring best practices that empower the front-line staff and loan officers to improve service while achieving stated initiatives.



FinTech Data Science + Consulting can help your credit union successfully navigate the advanced analytics journey by transforming mountains of untapped data into insight, best practices, action and measured change. A data strategy means very little without an action plan that aligns BI and IT reporting to measured action lists that help the lines of business. FinTech DSC provides the right expertise to help your institution take data insights to the next level – tracking and managing the actions taken by not only your sales and marketing teams, but by your customers.

A Process That Works

FinTech DS+C CEO and Chief Data Scientist, Steven D. Simpson, PhD, works alongside credit unions to examine and assess data sets containing a variety of data types (both structured and unstructured, from internal data and external data) to uncover hidden patterns, unknown correlations, market trends, customer preferences and other opportunistic business information.

Through expert algorithms and data modeling, your credit union will be empowered to better forecast events and behaviors, allowing management and front line staff to conduct what-if analyses on a multitude of scenarios, product offerings and marketing channels.

Benefits to Your Credit Union

With a solid advanced data analytics assessment, potential newfound analytical insights provided by FinTech DS+C foster a marked transformation for your credit union in multiple areas.

- ✓ More data-driven-decisions
- ✓ Knowledge and decisions based on product profitability and relative retention of products and services within different member segments
- ✓ Prescribed recommendations to help create a new action for an identified group of members and further track the impacts of those actions
- ✓ Accurate measurement of return on investment of an action or marketing campaign
- ✓ Better able to offer the right product or service, at the right time, to the right member
- ✓ Improved mitigation of fraud and other risks
- ✓ Superior targeting of profitable members with recommended and relevant products
- ✓ More granular targeting of marketing campaigns
- ✓ Streamlined process to compare performance metrics across your institution



- ✓ Increased retention and member lifetime value
- ✓ Increased interest rates on loans, or decrease deposit costs
- ✓ Recurring prescriptive best practices that deliver an immediate return on investment
- ✓ Customized, ongoing support, expertise and guidance throughout your advanced analytics journey
- ✓ Deep financial industry knowledge and the expertise to help you level the playing field
- ✓ Streamlined process to compare performance metrics across your institution

Your Next Step—The Advanced Analytics Journey

Credit unions have long demonstrated the competitive advantage of market presence and deeper relationships. Imagine if your institution coupled these natural competitive advantages with advanced analytics? If you are ready to level the advanced analytics playing field, let us assess these critical first-step questions:

What are your top goals and priorities?

Is data transformed into an asset that enables the lines-of-business to achieve these initiatives?

Are you ready for Current Expected Credit Loss (CECL)?

Does your institution have the technological capabilities to access, refine and transform data into actionable information?

Do you have in-house data analytics and governance talent?

Do you know the profit and relative retention contribution of different products and services?

Do you know how the ideal member uses your products and services within the millennial, rural, executive and retired segments?

Can you measure and create prescriptive actions?

Can you measure and track ROI?



Get Your Analytics Assessment Today!

During your analytic assessment, Steven D. Simpson, PhD, of FinTech DS+C will take an objective and thorough review of your institution's priorities and readiness for data-driven decision making – including how data management, analytics, business intelligence and data visualization align with goals and priorities of each line-of-business.

FinTech DS+C analytics assessment includes:

- 4 **Assess** your current business analytics initiatives
- ✓ **Measure** accuracy and alignment of data provided by Business Intelligence and Information Technology to the lines-of-business
- ✓ **Understand** how effectively the current data is being used and if it is ready to create action and recurring best practices
- ✓ **Analyze** if and how the credit union is providing prescriptive lists to front line staff, such as loan officers, to assist with reaching strategic initiatives
- ✓ **Monitor** current measurement of best product, services and customer segment combinations
- ✓ **Review** current systems for tracking data segmentation that leads to retention, and trends in member needs for products and services
- ✓ **Evaluate** the institution's ability to transform information into an asset that leads to improved service, and fuels growth
- ✓ **Track and measure** return on investment of different segments and actions



How the assessment works: During the analytics assessment, a scope will be determined by reviewing your top priorities and goals. The focus may be on risk, growth, service, branch rationality or a host of other critical initiatives. First steps often include meeting with each line-of-business leader to understand goals, and how information from Business Intelligence and IT is helping your institution reach these goals. We are confident we can provide each line-of-business with over 100 direct data segment opportunities. From that point, we will advise as to the best action to help your team meet their business goals, improve service, retention and enhance the profitability of existing customers and products.

Our Guarantee: FinTech DS+C is so confident that we can help transform your institution's data into profits, we offer a guarantee! If we do not deliver a measurable **200% ROI** on the cost of the analytics assessment, **your fee will be refunded.**

FinTech DS+C – Empower management and officers to make better decisions. Think of FinTech DS+C as experienced Chief Data, Analytics and Strategic Officers. Our expertise serves as your trusted advisor and strategic partner to the institution's management team, and ensures the staff are maximizing their analytics' capabilities. By tracking, measuring, and recording all performance metrics, we will demonstrate and communicate the value of your analytics product to facilitate improved decision-making across all levels of the organization.



***About Steven D. Simpson, PhD:** As an experienced banker, consultant and University Professor, Dr. Simpson has over thirty-years experience working with credit unions of all sizes and geographies. His focus is in helping level the advanced analytic playing field for community credit unions.*

Contact us today to schedule your analytics assessment!
Maximize the hidden profit potential in your data with our advanced analytics tools.

**Call (786) 859-4100, visit FinTechDSC.com/analytics-assessment/
or email Steven@FinTechDSC.com**



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1/7/2002

1/8/2002

1/9/2002