Abstract

Advanced analytics have been widely used in financial institutions for decades. Recently advanced analytics under the “big data” environment has become a hot topic in financial industry. In this seminar, we will discuss the competitive landscape of advanced analytics in financial industry and why advanced analytics is one of the key competitive advantages in the past and future as well as some distinct examples of applying advanced analytics and data mining techniques in Discover Financial Services.

Agenda

1. Discover Business Overview
2. Advanced Analytics – A Competitive Advantages
3. Usages of Machine Learning Techniques
4. Q & A