

Data + Analytics

DEVELOPING A FINTECH CUSTOMER DATA WAREHOUSE

Aditi partnered with a major private-label credit card company to consolidate a diverse range of financial datasets and enhance the company's understanding of their customer's patterns of behaviors. The successful solution to their data environment conundrum enabled the company to refine financial products, customize their offerings, and optimize risk management strategies.

THE CHALLENGE

The largest provider of private-label credit cards in the U.S was faced with scattered financial datasets that made it very difficult to create a coherent view of their customer's patterns of behavior. To address this issue, they sought to integrate over 30 million data records into a single consistent data format to gain insights into customers with multiple accounts.



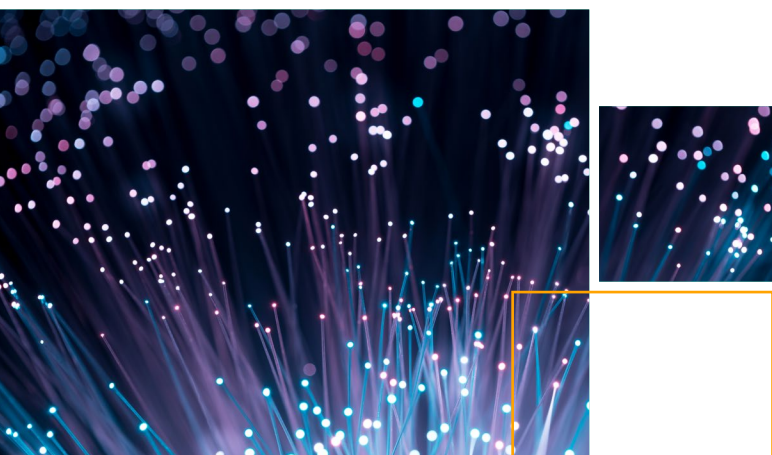
THE ADITI TEAM

This company hired Aditi to develop and implement a data consolidation solution to enable robust analysis of customer's financial records. To perform this task, Aditi brought together a dedicated team of close to 15 professionals including ETL developers, data engineers, data analysts, and a project manager.

OUR SOLUTION

To meet the company's needs, the Aditi team first produced a proof-of-concept study to demonstrate the feasibility of consolidating scattered financial datasets and creating a holistic view of customer's financial behaviors and patterns.

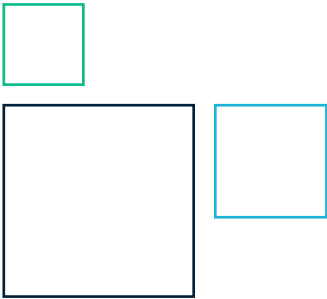
Based upon the proof of concept, the team then centralized and standardized financial and customer data to enhance decision-making, improve risk management, and boost customer service through tailored recommendations. This process required the creation of a robust extract, transform, and load (ETL) pipeline for integrating diverse data sources that prioritized compliance due to the sensitive nature of financial data. This process also employed state-of-the-art encryption methods for data security.



OUTCOME

The Aditi team, in close collaboration with company stakeholders, successfully created a secure, comprehensive view of customer data. This new cohesive data environment enabled the company to refine financial products, customize its offerings, and optimize risk management strategies.

Through the combined expertise of a dedicated team with an emphasis on data integration, governance, and security, Aditi successfully delivered on a complex data project, reinforcing its leadership position in the data management and analytics space.



ADITI EMPOWERS DATA AND ANALYTICS

At Aditi, we provide the talent, tools and project support you need to tame your unruly data environment. Whether it's our experienced consultants specializing in the design, development, and implementation of critical digital frameworks or our client leadership team managing project funding, goal tracking, and governance, our team provides full-cycle support.

Contact us today to discover how we can help you leverage the power of data and analytics.

[CONTACT US](#)

ADITI CONSULTING

Aditi is a leading consultancy that connects talent, teams, and technology solutions to help our clients accelerate their digital journey. We create unique experiences that rely on borderless talent, technology, and customized solutions under your directions or ours. The firm's client list includes some of the most prominent global brands including more than 75 of the top Fortune 500 companies.

www.aditiconsulting.com

