GlobalLogic
A Hitachi Group Company

Make a difference with Machine Learning.

The Challenge

How are you prioritising your ML use cases? Use cases that maximise business value in the shortest time?
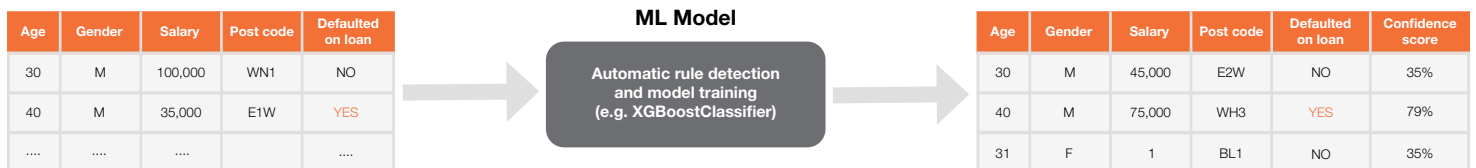
For organisations struggling to identify and solve important business use cases, have you tried a hypothesis-driven approach to Data Science?

With support from leading cloud-native data, analytical and ML platforms, this approach **rapidly determines** your highest priority ML use cases and aligns them to the best modelling techniques. The result? Meaningful insights from your data and a competitive advantage by maximising value output.

How Machine Learning works in industry:

Measured risk on lending decisions

A common challenge among financial institutes is identifying future customers that are likely to default on their payments. Machine Learning can leverage historical data of loans and train a ML model to flag risk so organisations can take actions to mitigate risk in real-time.

Age	Gender	Salary	Post code	Defaulted on loan
30	M	100,000	WN1	NO
40	M	35,000	E1W	YES
....	....	....		....

ML Model

Automatic rule detection and model training (e.g. XGBoostClassifier)

Age	Gender	Salary	Post code	Defaulted on loan	Confidence score
30	M	45,000	E2W	NO	35%
40	M	75,000	WH3	YES	79%
31	F	1	BL1	NO	35%

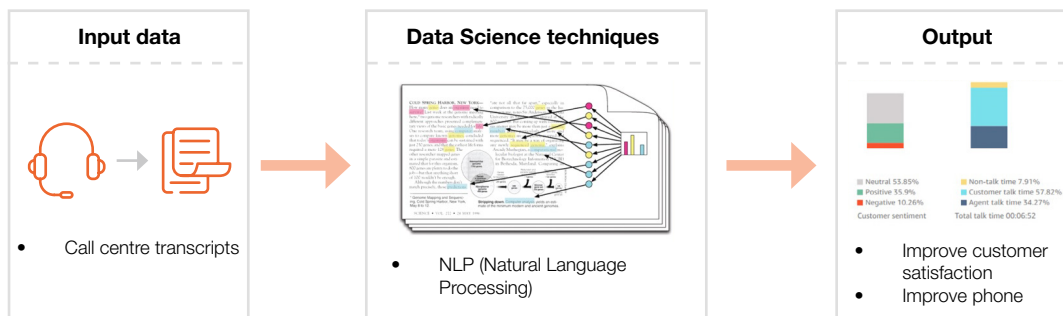### Intelligent Document Processing

Organisations in the public and private equity markets, including venture capital, private equity, and M&A leverage technologies such as OCR (Optical Character Recognition), Cloud APIs and Natural Language Processing techniques to extract information from PDFs, websites or any other documents. This can improve the manual research process as much as 60%.

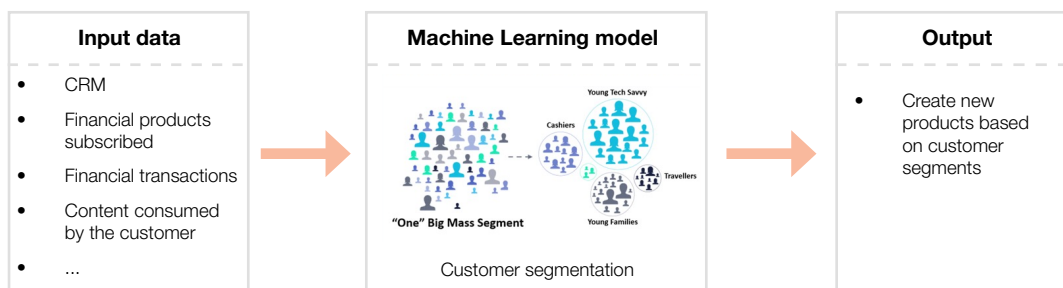| PDF documents	OCR (Amazon Textract	Output
• Scanned documents • Balance sheets • Tax forms • Claims	Amazon Textract	**Text:** Sentence, words and numbers **Tables:** Data organised into strict rows and columns **Forms:** Data organised into keys and values (e.g. First name: Jeff, Last names: Bezos)

Intelligent Transcript Processing

Contact centres use natural language processing techniques to extract the intents of why customers are calling and their sentiment, allowing a high-level view of the main issues that the customers are facing.

This wide range of information can then be used to prioritise corrective actions to **improve customer satisfaction** and **optimise queues**, directing each customer to the most helpful operator.

Input data	Data Science techniques	Output
• Call centre transcripts	• NLP (Natural Language Processing)	• Improve customer satisfaction • Improve phone

Personalised Product Creation

Organisations within financial services apply ML modelling on their CRM and Financial products to detect customer segments and create specific financial products for those groups, increasing revenues and NPS scores.

Input data	Machine Learning model	Output
• CRM • Financial products subscribed • Financial transactions • Content consumed by the customer • ...	Customer segmentation	• Create new products based on customer segments

Have a specific ML use case in mind?

The greatest success is achieved when your most important business use cases are solved in a manner bespoke to your requirements. At GlobalLogic, we work with your data teams, end-users and stakeholders to identify, scale and deploy specific ML use cases and maximise value output. Our long-standing partnerships with AWS and Snowflake also give us access to the best modelling techniques – a benefit we pass on to our customers.

Interested to hear more? Reach out to info@globallogic.com and start making a difference with Machine Learning today.