

Custom Modeling

Using the latest modeling methodologies to develop advanced custom models

As consumer behavior constantly evolves, it can be challenging to find highly predictive solutions. You need a better way to predict consumer behavior, and we can help. Our analytics experts assist you in developing custom models tailored specifically to your needs, so you can take profitability to the next level.

Understand and predict consumer credit behavior

Custom models help you achieve your goals by more effectively identifying and ranking your population, whether you want to acquire new customers, manage current customers or prioritize collections. By combining our robust data, industry-leading tri-bureau–leveled attributes, advanced modeling methodologies and analytical expertise, we give you custom models that will last. Implementing a custom model into your strategies will maximize your return on investment and help you make more profitable business decisions — now and in the future.

Model development — going above and beyond

Our experts take an innovative approach to model development that incorporates our patented analytics techniques. We work closely with you to ensure that each custom model meets your business goals and includes comprehensive documentation for regulatory reviews.

It all starts with the right data

Our experts leverage our multiple data assets and combine them with your data to produce a robust model development sample.

Collaboration is key

We work with you on everything from model design (identifying data assets, creating performance flags, etc.) to implementation to ensure everything we develop helps you achieve your goals.

Advanced and robust segmentation

Our advanced segmentation methodology will identify optimal segments from a statistical and business approach.

Ensuring the model's predictive ability and longevity

We validate each custom model and compare it with other scores to make sure it accounts for the current and future (through-the-door) consumer population, as well as policy rule changes, behavioral changes, etc.

Providing everything you need for regulatory review

Once the final models are developed, we give you extensive documentation and model governance support, as well as implementation and audit support.

Building highly predictive models with machine learning

Machine learning helps uncover patterns in data that may not be apparent otherwise. We offer a machine learning model benchmark service, which enables you to compare the performance of a machine learning model against existing custom models. Alternatively, we can apply our advanced machine learning methodology to develop a custom model with a focus on stability, parsimony, transparency and performance. Our in-depth expertise in machine learning enables us to analyze and identify the best modeling method so you can optimize predictive performance and meet your business objectives.

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Benefits

- Improve baseline performance.
- Increase profitability by approving more good accounts.
- Uncover profitable opportunities within your target market.
- Segment higher-risk customers out of the approval area.
- Improve account management strategies by designing more effective cross-sell and upsell strategies.
- Prioritize your collections portfolio to increase payment probability.
- Receive complete documentation for regulatory audits.

About Decision Analytics

Our Decision Analytics business combines data intelligence, analytics, software and consulting to help you optimize profitability and improve performance. Our enterprisewide decisioning capabilities enable you to manage and mitigate credit risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational effectiveness. Trusted by leading businesses worldwide, we provide the intelligence to make accurate and informed decisions to help you better manage your customer relationships.

Let us help you increase profitability with our advanced custom models. Contact your local Experian representative or call 1 888 414 1120.

