

DATA MANAGEMENT IN FINTECH

<https://www.bbinsight.com/>

OBJECTIVES

Split company into two arms, B2B (lending products) and B2C (lending services). Build a brand-new data platform to support B2C arm on all data and analytics activities. This platform must assess the credit worthiness of the customer.

Data-driven decision making. Implement best practices around data governance, quality, and reporting — enabling reducing time to market for product updates, identifying new business cases and opportunities, and better understanding existing customers.

THE SOLUTION

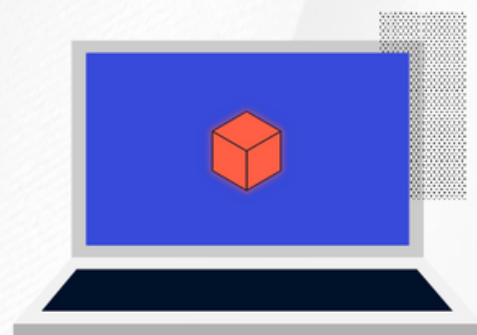
We supported and guided our client from assessment and roadmap, to implementation and support. This included:

- New data platform: This resilient platform assessed credit worthiness using personal and demographic information, included analytics to personalize products/offerings to customers, and was built with reusable frameworks for easy partner onboarding.
- New pipeline infrastructure build with modern tooling:
 - Data integration/transformation: PySpark, AWS EMR, and dbt
 - Query layer: Dremio
 - Cataloging: Alation
 - Incident management: Sentry
 - Data quality: Infogix
- A multi-tenant ETL system that accommodated varied target systems

PROJECT SUMMARY

An online lending organization was separating its B2B and B2C data operations. They needed a modern data platform that enabled data-driven decision making and supported them as they scaled.

BBI successfully built a B2C platform that assessed customer credit-worthiness and modernized the client's data systems for the future.



OUTCOMES

- Automated data ingestion and data logging frameworks, resulting in reduced costs and faster time to market.
- Modern data platform in AWS, build with cloud best practices and customized to client's business goals.
- Actionable insights generated from existing customer data.
- Reusable, scalable, configurable frameworks that can seamlessly support new partners and customers.