

MetricScape™

*Driving Customer Journey Analytics
and Scoring to the Next Level*

MetricScape is a high performance analytical workbench designed to help data scientists develop and operationalize customer behavioral models and conduct customer journey analysis in real time. Designed by data scientists, this integrated platform is built on Apache Spark and can crunch over 1000+ business metrics per customer in sub-second response time.

Monetize your data assets and empower your business with four key functionalities of MetricScape:



Curated Metrics Library

Self-service user interface with built-in "accelerators" for iterative model development viz., a shareable library of metrics and scoring algorithms that drives analyses for banks



Extensible Banking Data Model

Fit-for-purpose relational data model with containerized storage design on Hadoop that enables efficient metric generation



Wide User Community

Cohesive platform for business analyst and data scientists. Analysts customize parameterized metrics using a wizard while data scientists create sophisticated metrics using a rich Novantas API



Metadata Governance

Data governance for agile analytics, automatically tracking changes and recording dependencies for end to end traceability.

METRICSCAPE HELPS YOU SOLVE REAL BUSINESS ISSUES ACROSS YOUR ORGANIZATION:

Customer Journey Analytics: how does the customer journey differ for cohorts of customers acquired via different promotions at various life-stages?

Scoring for Deposit Pricing Strategy: can we identify customers who will respond to rate offers this quarter and who will augment balances?

Marketing Analytics: do constant rate shoppers respond to marketing the same way that intermittent shoppers do?

Scoring for Sales Management: can we help branch and service staff identify customers who respond to rate offers with longer duration?