How Nets can help grow your business by democratising data & analytics

Netsdagen 2019
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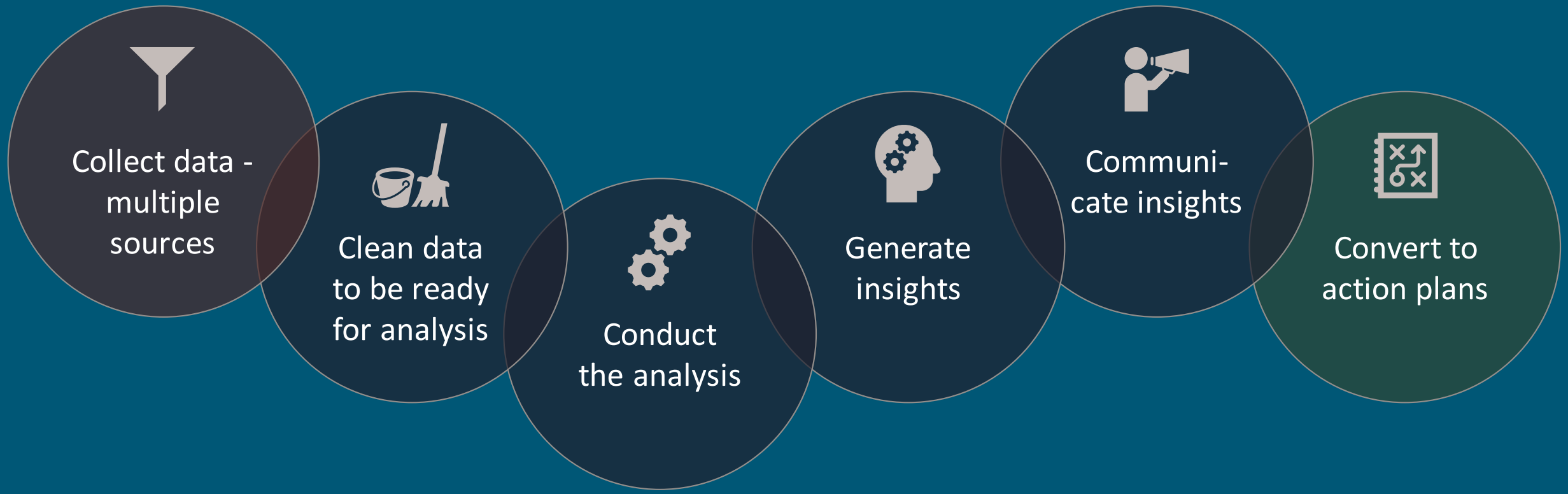
Data is useless in itself



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Lot of mechanical work

Scarce and expensive

Only human after all

Not business experts

Data Scientists – our new magicians

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Democratising data & analytics

Personalised and timely access to data

Better understanding of advanced analytics

Selected use of third party and ecosystem data

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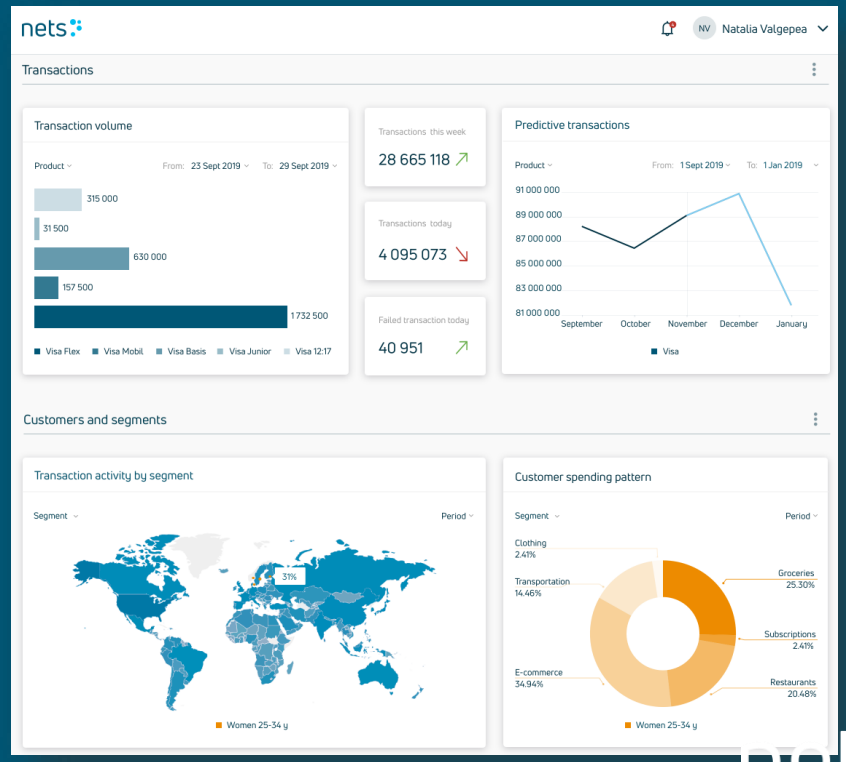
Keep your eyes on the road

Personalised and timely

- Reduced complexity
- More real-time
- API supported
- Context aware
- Fit to everyday work



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Design and UX thinking in Nets

A team of 26 UX specialists working agile

- 5 User researchers
- 11 UX/UI Designers
- 2 UX Designers
- 4 UX Process Leads
- 3 Service Designers
- 1 UX & Design Managers

Design Thinking

- Iterative User Involvement
- Smaller teams
- Time efficiency
- Project size flexibility

Agile Development

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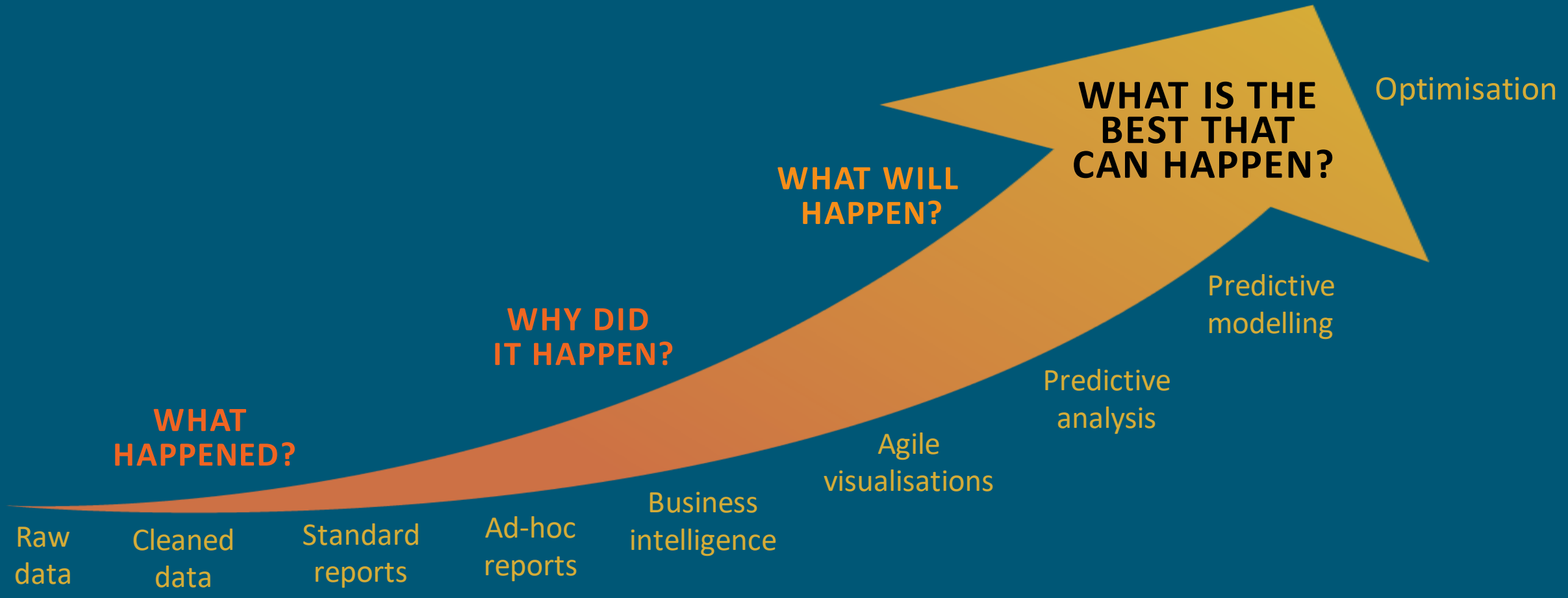
User engagement and collective insight



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Red pill?

How can I trust the model?

Local and global interpretations

Human Interpretable Machine Learning

Blue pill?

How does this model really make its decisions?

Transparency

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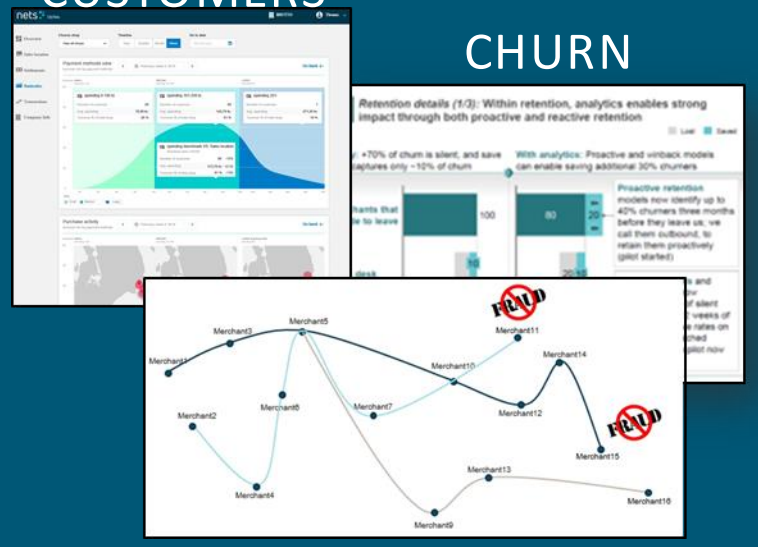
Data Science and engineering in Nets

A team of +30 specialists working in Advanced Analytics

- 9 Data Scientists
- 1 Graduate Data Scientist
- 1 Student Data Scientist
- +20 Data Engineers



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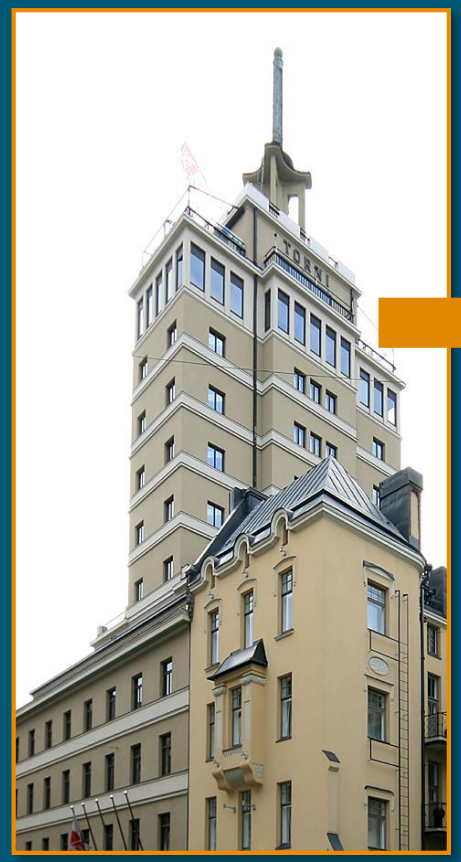
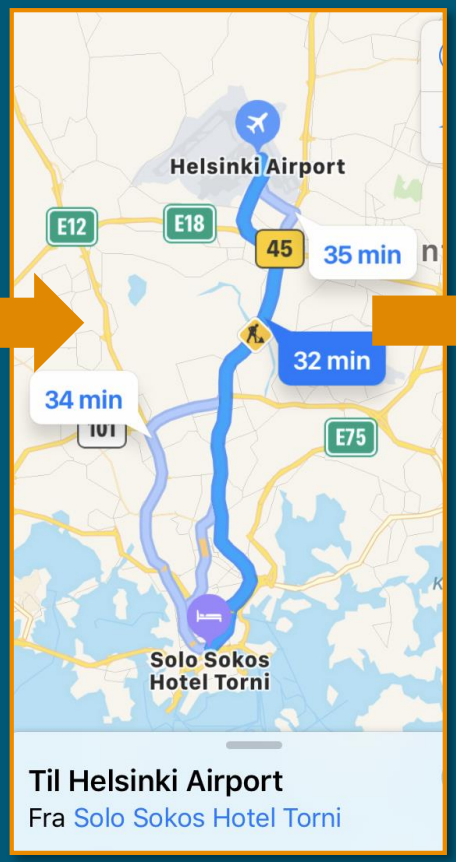
…meanwhile, in a taxi in Helsinki…





Credit card statement

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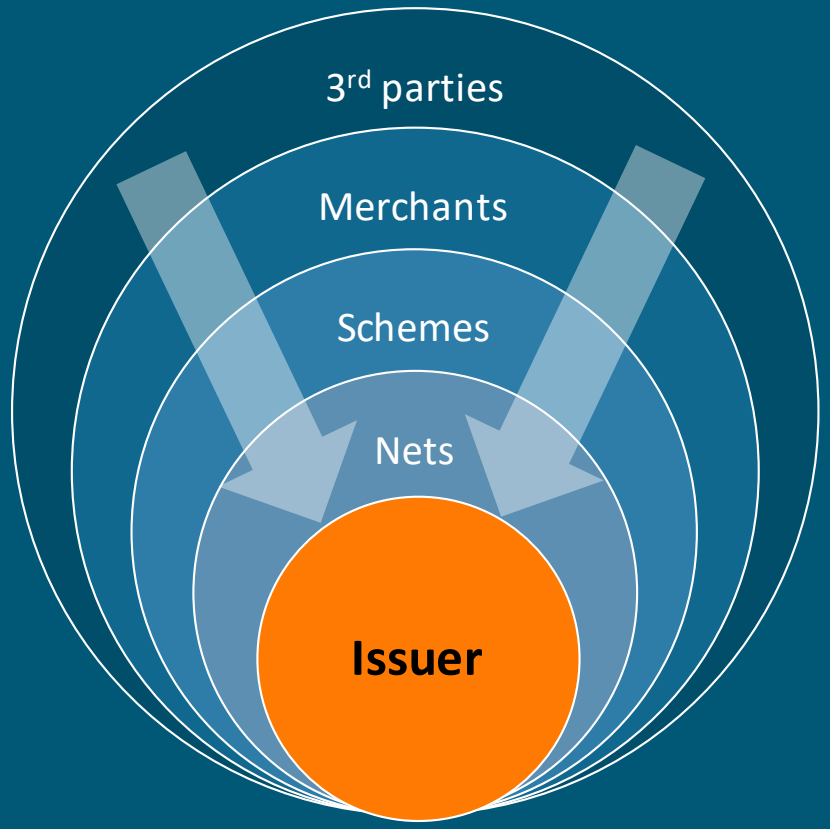
Augmented ecosystem and third party data

In parallel with the traditional transaction ecosystem



- Improved User Experience
- Reduced Fraud
- Less customer calls
- Less false disputes
- Better data for analytics

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Ready to help grow your business by democratising data & analytics

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