

IDC PERSPECTIVE

Rethinking Big Data and Analytics Within Financial Services: Using Actionable Intelligence for Results

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Rethinking Big Data and Analytics Within Financial Services: Using Actionable Intelligence for Results

This IDC Perspective brings together research and efforts from IDC Financial Insights and from Keith B. Carter, associate professor, National University of Singapore School of Computing FinTech Lab. This paper deep dives into some of the issues within big data and analytics in financial services institutions and introduces the concepts in "actionable intelligence" to address many of the current structural and operational issues that hinder optimal insight generation from analytics.

Key Takeaways

- Many analytics units are unable to realize their projected value from their efforts and plateau because of a lack of fundamental data maturity, accessibility, completeness, and trust. As a result, firms are unable to capitalize on intelligence to capture opportunities and reduce risks
- Many organizations see data as the answer to the solution rather than realising it is the platform that allows the creation of tools and methodologies that can seek the correct answers from that data.
- The key concepts of actionable intelligence are the approach to business, data quality and granularity, data completeness, and designing systems to account for human behavior and can assist organizations in rethinking their approaches to data and analytics initiatives.

Recommended Actions

- Learn to ask the right questions that will help frame the problem and allow for the correct data to be both collected and analyzed.
- Focus only on quality data rather than the size of data sets. Look at how multifaceted data can improve the understanding of the problem at hand and add the needed context and situational nuances that can reveal true trends and meaningful predictions. Look at not just your own data but also that of your competitors and other industry players.
- Aggressively look to obtain accurate data, but do not seek perfect data. Collect enough to be able to make decisions and build capability for existing models to be continually refined and expanded as new data emerges.

Source: IDC, 2020