



Pairity Harnesses Rapid Machine Learning to Optimize Debt Collection with Datameer & AWS

About this Company

Pairity was founded to transform the accounts receivable management industry and solve the consumer debt crisis. The company offers an A.I. insights platform to debt collectors to optimize the collections process by matching debt collectors and consumers to increase the likelihood that the consumer holding outstanding debt will engage in the collection process. The goal is to save the customers time and money by crafting personalized plans from all the data to improve collection rates while ensuring regulatory compliance. Using Datameer, Pairity quickly and securely prepares all this diverse data for integration with Amazon SageMaker and Amazon Comprehend for their machine learning models.

The Challenge

Pairity needed a way to quickly and efficiently prepare complex, disparate data for their machine learning models. Their diverse customer data not only required significant enrichment but it also needed to be cleansed of personal identifiers and formatted to precise specifications – all with a staff of business users rather than data scientists. Effective implementation of the models and analytics services presented key challenges including:

- Finding the best tools to integrate with the AWS stack for scalable processing of datasets
- Codeless preparation of data from complex, disparate datasets
- Enabling a rapid, self-service approach for data preparation

The Solution

Pairity leveraged the AWS platform to implement scalable machine learning processes in the cloud. The solution incorporated Datameer, Amazon SageMaker, Amazon Comprehend, and Amazon Simple Storage Service (S3). Pairity prepares datasets in Datameer, then leverages SageMaker for ML and Comprehend for NLP with S3 as the shared storage. Pairity completed a project expected to take 2 ½ months in 2 weeks using this workflow. Today, Pairity explores even more data in Datameer to create an agile, virtuous modeling cycle. Pairity was able to:

- Rapidly prepare and integrate disparate datasets for modeling with no code
- Enrich & build complex datasets in 2 weeks not 2 ½ months; then easily scale to additional datasets
- Implement deep security & governance to meet regulatory requirements

The Benefits

Business Agility

Simple, familiar spreadsheet UI enabled rapid incorporation of new data in days, not months for self-service and innovation.

Scalability, Speed and Power

Rapid processing and feature engineering of consumer datasets provided speed needed to create powerful machine learning models and NLP.

Collaboration and Governance

Leverage modular data assets across analyst skill levels to drive standardization, transparency, and easily demonstrate regulatory compliance.

About Datameer and AWS

In the past, analysts and data scientists would wait up to six months for access to data. The joint Datameer and AWS solution enables organizations to prepare and publish hundreds of trusted datasets, find the right datasets for their analytic problems, and create custom datasets in a self-service manner to produce new analytics in minutes rather than weeks. To learn more about how Datameer and AWS can help your business, visit www.datameer.com

Customer Case Study: Pairity

