

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

About this Company

The company is a startup founded on the idea that advanced technology could solve the consumer debt crisis for everyone. The company is transforming the accounts receivable management industry and solving the consumer debt crisis using artificial intelligence with Datameer Spectrum on AWS. 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, the company quickly and securely prepares all this diverse data for integration with Amazon SageMaker and Amazon Comprehend for their machine learning models.

The Challenge

The company 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 dataset.
- Enabling a rapid, self-service approach for data preparation.

The Solution

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

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

COLLABORATION & 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: AI Consumer Debt

