

TruIQ®

# Strengthen Your Analytics Value Chain to Optimize Business Outcomes

TransUnion® 

# The Analytics Value Chain



Data  
Access &  
Management



Identity  
Curation



Insights  
& Model  
Development



Model  
Deployment



Decision  
Design



Benchmarking,  
Analyzing &  
Reporting

Outlining the steps required to transform raw data into actionable insights, the Analytics Value Chain, like most chains, is only as strong as its weakest link. To optimize business outcomes, each link should build upon the last to deliver reliable insights upon which decisions can confidently be made. It's a simple concept but data teams continue to face [fundamental challenges](#), threatening the integrity and efficacy of their chain and putting the insights and decisions upon which their business rely farther from reach.

Operational hurdles – such as data access and connectivity, skills and expertise gaps, inadequate technology, inconsistent governance, and lack of organizational support – combine to create bigger challenges that threaten organizational effectiveness, notably **speed to market** and **regulatory compliance**.

The following pages outline the links of the chain (i.e., the steps of the process), identify common challenges to the successful completion of each step, and list TransUnion's solutions for working through them.

# Data Access & Management



Data  
Access &  
Management

Acquire, cleanse, transform, catalogue, curate and manage data assets to **derive accessible, clean data**



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## COMMON CHALLENGES

Data scientists spend 60% to 80% of their time collecting and cleaning data rather than analyzing them.<sup>1</sup>

### Key activities for this step include:

- Accessing, acquiring and connecting data across silos, between data lakes and/or with external, third-party data
- Cleaning and organizing data
- Maintaining data quality and integrity

## TRUIQ SOLUTIONS

### [TruIQ Data Extract](#)

Get on-demand access to depersonalized consumer credit data

### [TruIQ Data Enrichment](#)

Enjoy unlimited access to pseudonymized TransUnion credit data from within your own environment

### [TruIQ Advanced Analytics Consulting](#)

Work with our global data science team to develop predictive, custom models, scores and analytics solutions that meet regulatory requirements

<sup>1</sup> <https://www.forbes.com/sites/gilpress/2016/03/23/data-preparation-most-time-consuming-least-enjoyable-data-science-task-survey-says/?sh=6c25357e6f63>

# Identity Curation

Define, tag, manage and track identities to **develop a persistent consumer identity**



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## COMMON CHALLENGES

Data scientists spend 60% to 80% of their time collecting and cleaning data rather than analyzing them.<sup>1</sup>

### Key activities for this step include:

- Mining data for patterns
- Refining algorithms

## TRUIQ SOLUTIONS

### [TruIQ Data Extract](#)

Get on-demand access to depersonalized consumer credit data

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# Insights & Model Development



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& Model  
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Model  
Deployment



Decision  
Design



Benchmarking,  
Analyzing &  
Reporting

Analyze data, discover insights and develop and document attributes and scores to **create a model prototype**

## COMMON CHALLENGES

In rigid analytics environments with little to no baseline modeling, data scientists lacking expertise in model development may be limited in their ability to produce models upon which businesses can confidently rely.

## TRUIQ SOLUTIONS

### [TruIQ Analytics Studio](#)

Build, test and deploy models from a self-service data analytics platform powered by TransUnion proprietary data and various open-source tools

### [TruIQ Decision Management](#)

Create and automate credit risk decision strategies, including prescreen and prequalification offers

### [TruIQ Advanced Analytics Consulting](#)

Work with our global data science team to develop predictive, custom models, scores and analytics solutions that meet regulatory requirements

# Model Deployment

Deploy, execute, monitor and iterate models to **determine best possible prototype**



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## COMMON CHALLENGES

Model testing and iteration can be a complex and cumbersome process, even for experienced data scientists. Interdependent layers of processes and decision-making embedded within models require careful management and calibration each step of the way.

## TRUIQ SOLUTIONS

### [TruIQ Decision Management](#)

Create and automate credit risk decision strategies, including prescreen and prequalification offers

### [TruIQ Advanced Analytics Consulting](#)

Work with our global data science team to develop predictive, custom models, scores and analytics solutions that meet regulatory requirements

# Decision Design

Design/optimize, deploy, simulate and monitor automated decisioning to **improve effectiveness and increase efficiency**



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## COMMON CHALLENGES

Automating decisioning processes can be highly complex and requires the support of engineers with specialized technical and business expertise.

## TRUIQ SOLUTIONS

### [TruIQ Decision Management](#)

Create and automate credit risk decision strategies, including prescreen and prequalification offers

### [TruIQ Advanced Analytics Consulting](#)

Work with our global data science team to develop predictive, custom models, scores and analytics solutions that meet regulatory requirements

# Benchmarking, Analyzing & Reporting



Data  
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Insights  
& Model  
Development



Model  
Deployment



Decision  
Design



Benchmarking,  
Analyzing &  
Reporting

Identify trends, benchmark against peers and analyze performance to **identify and inform future decisions**

## COMMON CHALLENGES

Reporting becomes more valuable with context. Seeing where you rank or how you compare to your competitors can play a significant role in strategic decision-making. Without benchmarking data and actionable insights, you could be operating with a limited view or incomplete understanding of the market or situation.

## TRUIQ SOLUTIONS

### [TruIQ Insights Visualization](#)

Use intuitive dashboards to compare performance against industry and peers, identify trends and analyze markets

### [AutoCreditInsight™](#)

Access actionable insights via new and used vehicle registrations with loan origination data

### [TruIQ Decision Management](#)







Create and automate credit risk decision strategies, including prescreen and prequalification offers

### [TruIQ Advanced Analytics Consulting](#)

Work with our global data science team to develop predictive, custom models, scores and analytics solutions that meet regulatory requirements



# At-a-Glance

			COMMON CHALLENGES		TRUIQ SOLUTIONS	
			Operational	Organizational	Advanced Analytics Consulting	Enabling Technology
	<b>Data Access &amp; Management</b> Acquire, cleanse, transform, catalogue, curate and manage data assets to derive accessible, clean data	Accessing and connecting data across silos  Accessing external, third-party data in a cost- and time-effective manner  Maintaining data quality and integrity				
						<b>Identity Curation</b> Define, tag, manage and track identities to develop a persistent consumer identity
	<b>Insights &amp; Model Development</b> Analyze data, discover insights, and develop and document attributes and scores to create a model prototype	Rigid analytics environments  No baseline modeling	Speed to market  Insufficient data science skills and expertise	<a href="#">TruIQ Custom Data &amp; Analytics Services</a>  <a href="#">TruIQ Custom Modeling &amp; Development</a>	<a href="#">TruIQ Data Extract</a>  <a href="#">TruIQ Data Enrichment</a>  <a href="#">TruIQ Analytics Studio</a>	
						<b>Model Deployment</b> Deploy, execute, monitor and iterate models to determine best possible prototype
	<b>Decision Design</b> Design/optimize, deploy, simulate and monitor automated decisioning to improve effectiveness and increase efficiency	Cumbersome processes  Complexity; requires IT/Engineers	Governance and regulatory compliance	<a href="#">TruIQ Innovation Lab</a>	<a href="#">TruIQ Decision Management</a>  <a href="#">TruIQ Insights Visualization</a>  <a href="#">AutoCreditInsight</a>	
	<b>Benchmarking, Analyzing &amp; Reporting</b> Identify trends, benchmark against peers and analyze performance to identify and inform future decisions	Lack of relevant benchmarking data or actionable insights				



It's important to understand the challenges your Analytics Value Chain faces and why they persist so you can position your organization for long-term success. For more information, including suggested approaches for overcoming them, [read this blog](#).

To discuss strategies for strengthening your advanced analytics and decision-making capabilities, contact your TransUnion representative or learn more at [transunion.com/truiq](https://transunion.com/truiq).



## About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®. A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people. [transunion.com](https://transunion.com)

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