



## Data Science and Artificial Intelligence in Banking

BANKING

Artificial Intelligence and Data Analysis  
in Banking

### About OptiWisdom

In the ICT industry since 2000, and since 2010, serving in many different areas of artificial intelligence, data science and machine learning in the fields of banking, retail, finance, logistics, Tourism in areas such as data-based solutions. Completed many patent, innovative applications, academic articles, TUBITAK and European Union projects and is developing business in America by producing ongoing, domestic and national artificial intelligence technologies. In San Francisco, California based.

### Our Applications

Our founder Prof. Dr. Şadi Evren Şeker



#### Goal and Performance Calculation:

Target calculation for the target future can be made for any point. It can be explained together with the reasons when the target is given. Time series models are used in which target calculation is performed automatically from very different data sources and business rules are executed. You can quickly assign targets to thousands of branches, portfolio managers, points with the most up-to-date scientific algorithms on the order of hours.

#### Customer Segmentation:

Customer segmentation according to variable conditions dynamically and anticipating future changes and offering explanations for the segments of customers, artificial intelligence solutions that explain which customer is in which segment and why.

#### Product and Customer Scoring:

Products available in banking (Such as Revolving Loans, Term, Current Accounts, Credit Cards) by scoring, which customers can show more interest quickly and it is calculated for which customers the product may return as a problem, while the spread of the product is increased, the problem turns are reduced.

#### Up-to-Date, Fast and Successful:

Do you have an idea for data analysis, artificial intelligence or a new application in banking? You can contact us for fast, up-to-date and high-success applications.

