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# Machine Learning in Finance

## Liquid Analytics

Lyn Nguyen- CEO





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Block chain + Econometrics + Machine Learning =

Improved profits by 1 basis point

Improve efficiency, accuracy, speed and scale of financial strategies

Optimize business strategies

# MACHINE LEARNING as a bridge for THE PERSONALIZATION GAP



**INFOCORP**  
helping people **LOVE** their bank

# THE ROADMAP FOR PERSONALIZATION

- Customization
- Predictions / Insights
- Transparency



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## AUGMENTED AGE

### DATA

- **Unstructured Data**
- **Multimedia**
- **Multichannel**

## PREDICTIVE

- **Forecast Solutions**
- x
- **Pattern Solutions**
- **Iterate Solutions**





## MAKE CUSTOMERS HAPPY

- **UX as Ultimate Goal**
- **Grow up with the Customer**
- **Rinse and repeat**



## SMART BUSINESS INTELLIGENCE

- **UX starting from analysis**  
x
- **Deep problems understanding**
- **Blue Oceans**





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