

# Oracle Financial Services Customer Analytical Applications Pack

Version 8.0.4.0.0

Release Notes



## DOCUMENT CONTROL

Version Number	Revision Date	Changes Done
1.0	Created: June 2017	
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## Preface

This Preface provides supporting information for the Oracle Financial Services Retail Customer Analysis Application Release Notes.

This preface includes the following topics:

- [Purpose of This Document](#)
- [Intended Audience](#)
- [Related Documents](#)

### Purpose of This Document

This document contains release information for the Retail Customer Analysis Application.

### Intended Audience

This document is intended for users of Oracle Financial Services Retail Customer Analysis Application.

### Related Documents

This section identifies additional documents related to Oracle Financial Services Retail Customer Analytics Application 8.0.4.0.0.

You can access Oracle documentation online from the Documentation Library for:

#### **Retail Customer Analysis 8.0.4.0.0 Documents** ([OTN](#))

- Oracle Financial Services Retail Customer Analytics Installation Guide 8.0.4.0.0
- Oracle Financial Services Retail Customer Analytics User Guide 8.0.4.0.0

# 1 Introduction

This chapter covers following topics:

Components of Oracle Financial Services Retail Customer Analytics Application Pack

## 1.1 Components of Oracle Financial Services Retail Customer Analytics Applications Pack

Oracle Financial Services Retail Customer Analytics Application Pack includes the following applications.

**Financial Services Analytical Applications Infrastructure:** This application streamlines analysis using a set of tools for data management and security administration and creates a single, consistent, enterprise-wide source of all relevant customer and financial data. In today's turbulent markets, financial institutions require a better understanding of their risk-return, while strengthening competitive advantage and enhancing long-term customer value.

Oracle Financial Services Analytical Application (OFSAA) enable financial institutions to measure and meet risk adjusted performance objectives, cultivate a risk management culture through transparency, lower the costs of compliance and regulation, and improve insight into customer behavior. OFSAA uses industry-leading analytical methods, shared data model and Application architecture to enable integrated risk management, performance management, customer insight, and compliance management.

OFSAA actively incorporates risk into decision making, enables to achieve a consistent view of performance, promote a transparent risk management culture, and provide pervasive intelligence. OFSAA delivers a comprehensive, integrated suite of financial services analytical Application for both banking and insurance domain.

**Oracle Financial Services Retail Customer Analytics:** Oracle Financial Services Retail Customer Analytics (OFSRCA) is a complete end-to-end web-based Business Intelligence solution which provides a 360 degree view of the customer relationship for key insights into the customer life-cycle.

OFSRCA provides tools for data integration and includes customizable, pre-built dashboards and reports, a reporting data model, and user friendly functional subject areas for ad-hoc reporting. It also provide you deep insights into customer engagements across target segments and products/Line Of Business (LOB) including lending, credit cards, and so on.

## 2 Oracle Financial Services Retail Customer Analytics

This chapter includes the following topics:

- [New Features](#)
- [Limitations and Known Issues](#)

### 2.1 New Features

Following is the list of new features incorporated in this release. For detailed information on usage of these features, see OFS CI Retail Customer Analytics User Guide 8.0.4.0.0.

#### **Social Media and Influencer Score**

This functionality considers the customers social media behavior in the social media websites namely Facebook, LinkedIn, and Twitter and computes the Influencer score. The influencer score will be calculated as number rating, higher number indicating higher rating. Influencer score is calculated on the following aspects:

- Calculated on the basis of behavior on the social media in last 90 days.
- Tracks and gathers the social media data from Facebook, Twitter, and LinkedIn for the calculation of score. This data includes the following elements:
  - Tweets/ retweets/ shares/ comments/ depth of comments, etc.
  - Amount of quality content created – Number of posts, quality of posts (measured by shares/ retweets)/ tweets)
  - Higher score waightage for interactions with other high influencers
  - Higher the number of topics, higher the influence
- Weightage will be given to consistency of activity over time.

#### **Random Forest**

Random forest, which is an Machine Learning technique has been introduced as an additional method to predict customer propensity for cross-sell and attrition, where weblog data is present. In case of high dimensionality and size of data, Random forest is highly recommended algorithm for enhanced accuracy.

#### **Next Best Offer**

This feature enables the bank to offer the customer with the best offer based on various criteria. This service consists the following components:

- NBO request-response
- NBO process that consists the back end implementation for NBO request-response end point

NBO process will follow OFSAA optimized collaborative filtering.

- OFSAA optimized cluster algorithm is used as seeded technique for Customer segmentation to find customer peer set.
- Customer and peer set web browsing pattern is used in conjunction with product holding to assign weights to rank preferred NBO offers against customer segments in batch.
- Filtering is applied to prevent offers of products which are already owned by customer.

## 2.2 Limitations and Known Issues of Retail Customer Analytics

The following table lists the known issues and limitations in this release:

Component	Sub Component	Bug No	Subject
		25489113	Current implementation of Random Forest, WLA, and WLA ORAAH (Big Data) models run with single observation range only.
Other issues	-	25777098	Product propensity model fails with error ORA-00600. Remedy is with Oracle DB optimization.
	-	25554954	The TD attrition has known issues.
	-	25562428	When probability/prediction propensity is greater than Prediction log is printing 1 and 2 instead of 0 and 1 respectively.

### 3 Hardware/Software Tech Stack Details

The hardware/software combinations required for OFS PM 8.0.0.0.0 are available at [OTN Tech Stack](#).





June 2016

Version number 8.0.2.0.0

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