

Data analytics

Data solutions that help you to take informed decisions

The challenge

Organizations that work for low- and middle-income segments rarely use the full potential of data. They have limited knowledge of the right tools and methods to use data to maximize their impact.

The opportunity

Meaningful use of data is quickly becoming a key competitive advantage for organizations. Data analytics tools can help businesses, governments, and development agencies sharpen their strategies.

MSC offers



Big Data Analytics

- Unsupervised learning techniques
- Design of data architectures (data hub, data lake)



Artificial Intelligence (AI) and Machine Learning (ML)

- Supervised learning techniques
- Sentiment analysis
- Natural Language Processing (NLP)



Data modelling and data strategy

- Predictive modelling of data using statistical techniques
- Help organizations understand the full potential of their data
 - Data structure
 - Automated data collection
 - Data management
 - Data-driven decision-making

Our impact



Analysis of **19 million loans** in Kenya, which drove regulatory and policy change in digital credit



Segmentation and stratified analysis to identify customer segment personas for over **10 government programs, donors, and service providers**



Quantitative modelling exercises and econometrics to develop a robust credit-scoring tool for micro-enterprises, informing a **USD-10-million** portfolio for one client



Support to multiple Fintechs in India to design their data strategy and develop machine learning algorithms as part of a **USD-9.5-million** Financial Incubation Lab Project that helps FinTech start-ups develop their ideas in India.

Clients and partners

BILL & MELINDA GATES foundation



JPMORGAN CHASE & CO.

