

# Introducing Predictive Analytics for Credit Unions

PerformanceG2's Predictive Analytics solutions for Credit Unions provides quantitative modeling and analysis of the financial services marketplace, Credit Union members' characteristics and behavior, as well as products and services - allowing your credit union to make strategic, data-driven business decisions.

## Our Approach

PerformanceG2 focuses on three specific divisions within credit unions to approach and implement the analytics and data science needed to see quick benefits and results, and overcome challenges and needs:

### Operations

- **Member-Centric Service Operations-** matching staffing resources to reflect anticipated member demand
- **Sales Operations-** improved sales productivity by identifying and segmenting member-specific financial needs (having the right message at the right time for the right member)

### Marketing

- **Top-of-Wallet Portfolio Management-** increase likelihood of Credit Union credit being used versus brand name credit card
- **Proactive Product Placement-** match specific, individual members with the right financial product (i.e., credit revolvers on low-interest debt versus rewards programs)
- **Member Choice Modeling-** A/B campaign test performance

### Finance

- **Financial Planning and Analysis-** embed uncertainty to forward looking financial estimates using Monte Carlo simulation and decision tree analysis
- **Member/Product Portfolio Management-** optimize credit union return on assets by managing specific member & product risk
- **Liquidity Risk Modeling-** pro actively manage member risk scoring to leverage cash balances to maximize revenue potential

PerformanceG2 is a full service performance management, business intelligence and predictive analytics software reseller, solutions provider and consultancy. *Learn more about what decision science and predictive analytics can do for your Credit Union. Connect with us at [info@performanceg2.com](mailto:info@performanceg2.com) to set up a demo.*