Securing Critical Infrastructures In The Financial Sector

Predictive Analytics
for Cybersecurity and Finance

Predictive Analytics

Predictive Analytics is a powerful new approach that uses Data Mining, Statistics and Machine Learning to identify, based on historical data, the likelihood of future incidents before they impact customers and end users.

By using PA, IT and Financial organizations can deliver seamless customer experiences that meet changing customer behavior and business demands.

Business models needing Predictive Analytics

Detecting fraud: combine multiple analytics methods to improve pattern detection and prevent criminal behavior

Cybersecurity: to use high-performance behavioral analytics to examine all actions on a network in real time to spot abnormalities that may indicate fraud, zero-day vulnerabilities and advanced persistent threats

Data challenges

DATA IS EVERYWHERE

Four big data challenges in finance

Regulatory requirements: personal data is under stringent regulatory requirements

Data security: hackers + advanced threats, data governance measures are crucial to mitigate risks associated with the financial services industry

Data quality: finance companies want to do more than just store their data, they want to use it

Data silos: financial data comes from many sources like employee documents, emails, enterprise applications, and more

DATA IS EVERYWHERE

texts, images audio, videos

Customer information

Financial transactions

Product and service purchase histories

Customer journeys

Marketing campaigns

Service inquiries

Market feeds

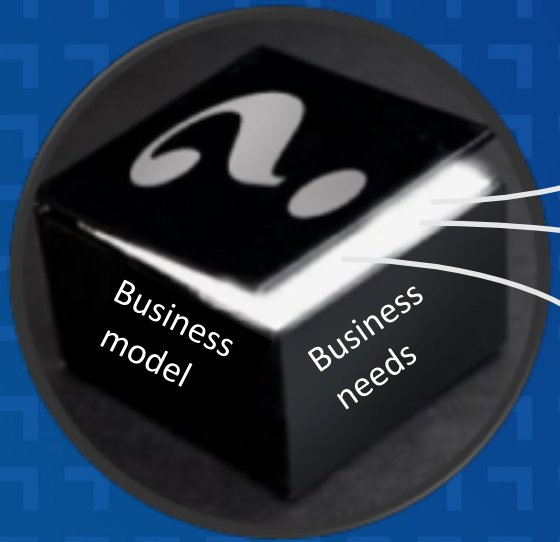
Social media+IoT streams

Software logs

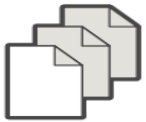
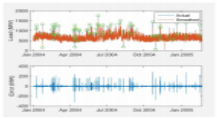
Emails+SMS+ newer sources

Combined with business models, this data provides enterprises with opportunities to gain additional insight and value

Predictive Analytics workflow



Predictive Analytics workflow

ACCESS AND EXPLORE DATA	PREPROCESS DATA	DEVELOP PREDICTIVE MODELS	INTEGRATE ANALYTICS WITH SYSTEMS
Files 	Working with Messy Data 	Model Creation e.g. Machine Learning 	Desktop Apps 
Databases 	Data Reduction/ Transformation 	Parameter Optimization 	Enterprise Scale Systems MATLAB Excel Java C/C++ .exe .NET .dll Python
Sensors 	Feature Extraction 	Model Validation 	Embedded Devices and Hardware 

Thank you for your kind attention

For More Information:

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Also you can Register with: Finsecurity.eu

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