experian™

Experian Ascend Analytical Sandbox

Better decisions, powerful insight and faster decision making - now accessible to all

Ascend Analytical Sandbox is a proven big data platform, built specially for customer driven organisations. With Ascend Analytical Sandbox, businesses can unlock the full value of their customer data, including de-identified data from Experian's Australian Credit Bureau, in a secure, fast and scalable environment. In a market which is ever evolving through competitive and regulatory pressures, quick and accurate decisions to drive your business forward are increasingly important.

Analytics: A balancing act

The amount of resource required for a typical analytics project is vast. From the identification and access of the data sources at the outset through to extracting insight and presenting it in a business-friendly format – time, money and analytical expertise are the resources required to meet business requirements. This, alongside the sophisticated technical estate required to support analytical projects, means it can become a balancing act between the quality and quantity of projects undertaken. But what if you could increase the quality and quantity whilst keeping costs under control and access meaningful insight in seconds?

Introducing Experian Ascend Analytical Sandbox

Ascend Analytical Sandbox is a powerful and secure analytics platform that gives you access to de-identified data from Experian's Australian consumer bureau coupled with your own data, on demand.

By equipping yourself with Ascend Analytical Sandbox, you can build a range of benchmarking, scorecard and customer management analysis on the platform in real time, before presenting them in many interactive formats.

Experian Ascend Analytical Sandbox allows you to:

- **Create unique insight** by blending your own and third party data with a comprehensive range of Experian's market leading data sets.

- **Use future focused big data modelling toolkits** Cloudera Data Science workbench is integrated as standard, and hosts machine learning enabled tools such as R Studio, Python and SAS Viya.

- **Extract compelling decision-making material in seconds** Tableau is included out of the box for business intelligence and visualisation, and provides interactive mapping, charts and graphs as standard.

- **Develop and easily deploy models.** Models developed with Ascend can be easily exported into decision tools for deployment into production. Integration with Experian's PowerCurve Strategy Manager is immediately available.

Experian Ascend Analytical Sandbox
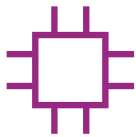
How can Experian Ascend benefit your organisation?

Instant, real time and unlimited access
Ascend Analytical Sandbox is available whenever you need it to be. Immense processing power means that many queries are returned in seconds leading to quicker insights.

Access to de-identified data from the entire Experian Australian Credit Bureau to conduct analysis on existing customers and potential next customers, so you can make decisions relevant for today's market.

Develop and deploy models
Proven model deployment and governance with an expansive library of attributes for an advanced analytics jump start.

A secure and scalable hosted environment means fast access to a vast data universe, bypassing data management challenges and complex workflows while leveraging Experian's global security best practices.

Deep insights at your fingertips
Leverage templated dashboards and a comprehensive code library to generate usable insights with speed and confidence.

Fully supported locally, regionally and globally, meaning our full expertise is available to support clients in taking advantage of all available tools and data.

How can you use Ascend Analytical Sandbox throughout your business?

Ascend Analytical Sandbox gives you the freedom to combine, analyse and extract data to fit a wide range of business needs. Here are a few ways you can unlock insights across your business:

Benchmarking – Compare business performance/demographics to competitors by industry sectors to identify opportunities.

Understand customers – Understand customers' spending, borrowing and repayment habits over time to inform decisions throughout the customer lifecycle.

Understand opportunities – Review rejected applicant performance to make improvements to the decision process.

Modelling – Build, evaluate and monitor models using the latest and best tools, and easily deploy into production decision tools.

Why Experian?

Experian's ability to combine leading data assets, cutting edge analytics and world class consultancy all in one solution means you can partner with us to help make the most of the advancing analytics technologies.

Our expert consultants, backed with decades of experience in analytics solutions, will ensure that Ascend Analytical Sandbox is helping you to uncover the insight to grow your business.