

Data That Makes a Difference

How Customers Found Success Using Analytic Dataset

Actionable, usable insights. More predictive models. Strategic decision-making. There are many ways cloud-to-cloud data sharing provides value for data scientists and business intelligence professionals. But having fast access to high-quality, granular data is what really brings this opportunity within sight.

Let's look at a couple examples of how Equifax customers optimized model predictiveness and performance using Analytic Dataset on leading cloud data platforms.



Success Story #1

Investment Firm Redefines Models with Granular Data

The Situation

A global alternative investment firm with \$38B in capital wanted to redefine its default and prepayment models that were previously built on aggregated data.

The firm was seeking more granular data to effectively price consumer asset-backed securities and whole loan pools.

The Solution

The firm discovered **Analytic Dataset** on the Marketplace and reached out to Equifax.

This Equifax solution stood out from the competition in four key ways:

1. Data granularity
2. Data delivery speed
3. Consultative sales approach
4. Value articulation

The Results

Equifax delivered a full historical data file (2005 to present) across all asset classes — more than **nine terabytes of data** — in less than **24 hours**.

9TB



As a result of direct cloud-to-cloud data sharing, in-depth product knowledge, and technical consultation from Equifax, the investment firm was able to **accelerate its model redevelopment and query data 2x faster** than with traditional methods.



Success Story #2

Credit Union Association UnCOVERS Lending Patterns with Fast Delivery of Credit Data

The Situation

A credit union association was interested in seeing key lending patterns from credit unions and the larger lending market, particularly in disadvantaged communities.

The Solution

The association opted to use anonymous, loan-level data for 10% of the U.S. credit active population from **Analytic Dataset**, because the industry code field identifies trade line by credit union, bank, and non-bank finance.

The Results



Equifax reduced the association's data delivery from **8 weeks to 2 days**. They were thrilled with the **modernized data experience, the analytic capabilities, and the short query times**.

~96% faster

Now, the association publishes a **monthly Credit Union Lending Report** based on data from Analytic Dataset.



Ready for High-quality Data That Drives Profitability?

Leverage the power of Analytic Dataset to build models that more accurately predict future behaviors and trends. Now available on Google Cloud.

[Explore Analytic Dataset](#)