

DATA PORTAL

Users direct access
to research data

L-I-F-T | Low-Income
Financial
Transformation

Do you have a lot of underused product and client data?

Is your data as accessible as you need it to be?

Is your data mining uncovering crucial bottom-line value information?

Do the right people have the right data access in order to progress?

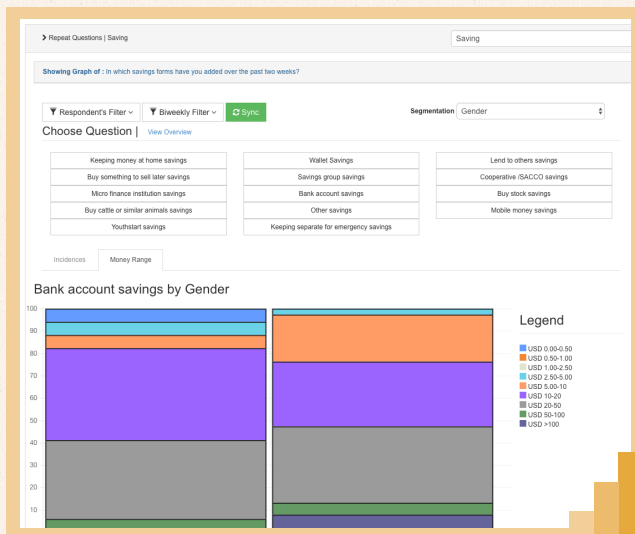


Figure 1: Bank account savings by gender

Many organisations want and need to be data driven. They want their core decision making to be evidence-based. It is vitally important that its data mining is reliable, especially when data goes against common practice and may be counter-intuitive. To become data-driven and evidence-based, many organisations have stepped up their data management and data processing activities. Data monitoring has increased exponentially as well as data modelling and the application of inference metrics in order to extract new useful data sets.

Many companies, particularly financial service providers, own large amount of under-mined data within their systems. For instance, records on savings accounts usage, loan repayment data, whether people take repeat loans and data about cross-selling services. Often the quantity of data leads to its underutilisation. Therefore in many organisations and companies much data remains unused. The common challenge is to extract NEW and essential information out of existing data pools.

Even when data is processed and made accessible, not all the staff who could benefit from the information have access to it. In addition, reports compiled from data sets are often huge and unwieldy. Few have the time to read and internalize these. A further complicating factor can be that those responsible for Management Information Systems (MIS) often end up making the decisions of what goes into a data generated report, which raises issues of editorial/content control.

Data needs vary strongly between departments and staff level.

Obviously senior management need to have macro data giving the 'big picture', e.g. to know which client groups are

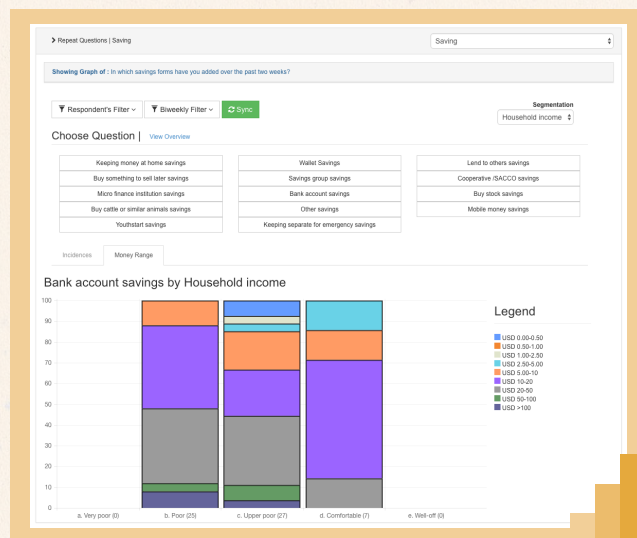


Figure 2: Bank account savings by PPI level

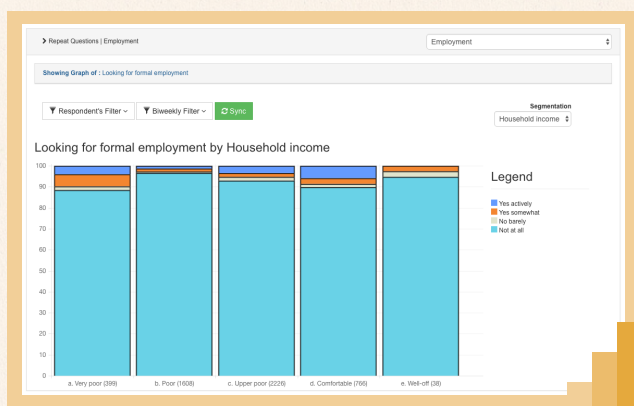


Figure 3: Looking for formal employment by PPI level

profitable or what payment delinquency rates which products have. Staff lower down in the organization will need different and in many cases more detailed information. E.g. those in charge of operations require detailed data on costs, need access to regional variations of these costs, want to know the effectiveness of different modes of transport and be

able to compare these to their costs. Those responsible for staff would need far more details on staff performance, such as number of clients and the quality of the portfolio per each loan officer. In reality the typical concise MIS data reports only partially inform senior management while middle management does not get sufficient or the right

type of information. Ideally, each individual staff member would get a different report exactly addressing that staff's information needs.

L-IFT has found a solution to these complex data challenges described above. We have developed a system where all data in a data base can be accessed through a secure web-based portal. The portal is searchable by any authorized user. This means that senior management can retrieve the main indicators about general product performance and profitability from the portal, while middle-management can retrieve and review more detailed data according to segmentation dimensions such as location, logistics costs or staff member performance for purposes of individual resource analysis. Through our portal all authorized staff can quickly access the data that they need, while they will not be overwhelmed or distracted by the data that they do not need.

How does it work?

L-IFT processes all the data that clients provide us and we make this accessible through a dedicated searchable portal on the web. The portal has a high security threshold, so only those people who have a password can access.

On the portal you can access the data in different forms. You can indicate whether you want

to see specific type of clients (e.g. women, older clients, from a specific region) and you can select which indicators you want to see of that client group. These indicators can include their savings account balance, their incidences of savings, the amount of the savings deposited, the frequency of withdrawing savings, the amounts of

withdrawing, etc. The data is displayed in easy to understand graphs, either pie charts, bar-charts or line-graphs. On the portal you can also select which data sets you want entered into an easily generated report, which can be downloaded in .html or can be printed.

Figure 4: Feeling by Age

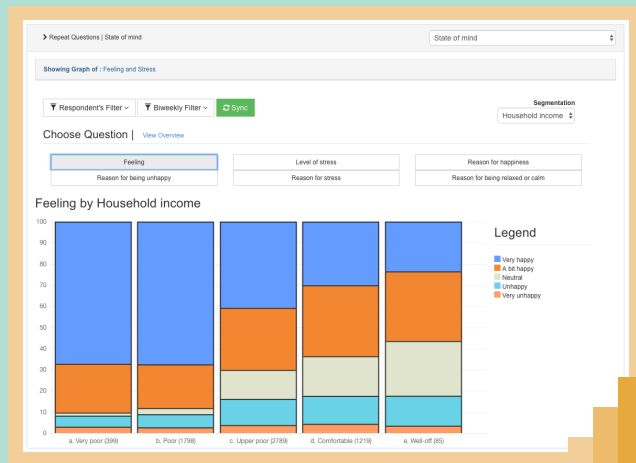
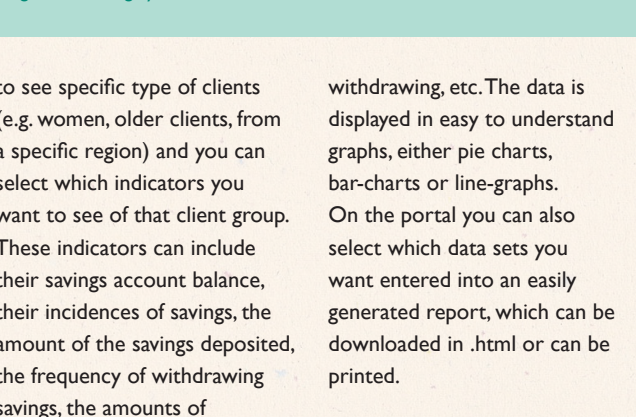


Figure 5 : Feeling by Household income



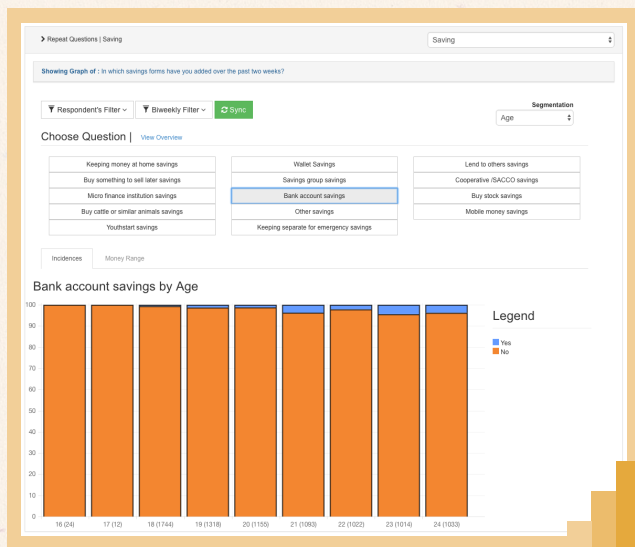


Figure 6 : Bank account savings by Age

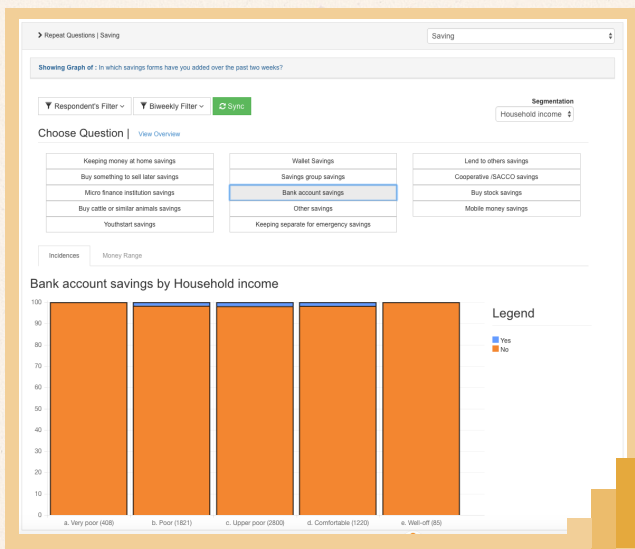


Figure 7 : Bank account savings by Household income

Portal users can be given different levels of data access tailored to their specific data needs. For instance, if some staff should not have access to data on individual clients, their password will only give them access to the aggregate data. It is also possible to give branch managers access to details of their branch and only the aggregates for the other branches.

How to upload the data

This is quite straight forward.

You deliver your data periodically (this could be anything from hourly to monthly) to L-IFT.

You can deliver the data in multiple formats, including Excel, Access, SPSS.

If need be, L-IFT can 'clean' the data to ensure that all is in a uniform format. Then we will upload the new data to the portal. Flexible update packages are available to suit client needs.