Advanced Analysis Tool Overview

By partnering with FastStats we are able to bring you the ideal analytical tool for organizations with their own Market Intelligence, Insight and Analysis teams. The Mortgage Clarity Advanced Analysis Tool is a pioneering data visualisation tool for train of thought analysis and insight.

It provides powerful analysis with an easy to use Windows interface, enabling analysts to gain valuable insight which increases the speed and efficiency of everyday tasks.

Ease of Use

Using a consistent and intuitive drag and drop approach throughout, FastStats provides a unique combination of speed and power for data exploration and understanding.

Every drag and drop action automatically results in a query that can be saved and reused with ease. FastStats analysis options are virtually unlimited as any technique can be applied to any results in any order.

FastStats contains a number of key analysis tools to fulfil segmentation and targeting requirements. Standard tools include Selections, Cubes, Trees, Charts, Venn diagrams and Data Grids.

The base module can also be extended with Microsoft MapPoint integration allowing for geographic analysis and segmentation within a mapping environment. This allows you to overlay bespoke regions and branches for detailed analysis.
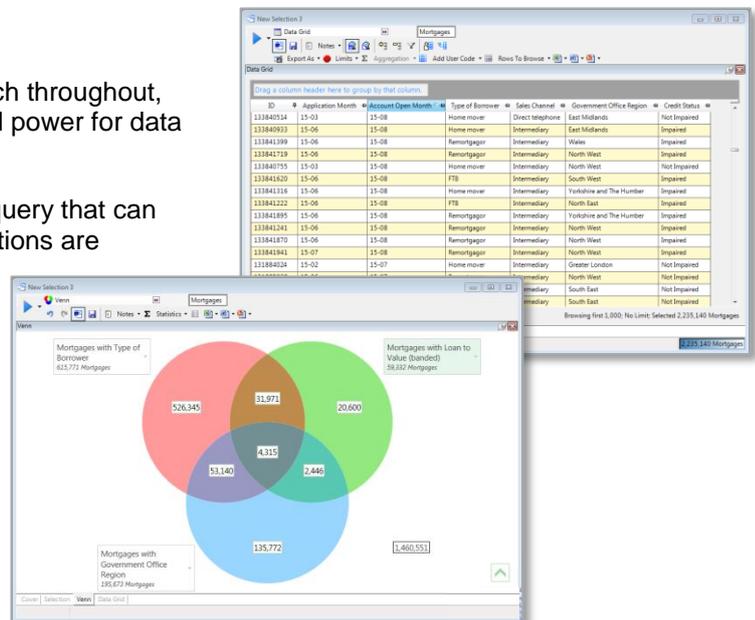
Example of a Venn diagram and Data Grids

Optional and Data Modeling Modules

Understanding the characteristics of customers and strengths and weaknesses across market sectors is a prerequisite of any market analytics. The modeling Module within FastStats uses market penetration, customer profiling, Predictive Weight of Evidence (PWE) scoring, Clustering and decision trees (including CHAID) to help inform decisions.

Customer Profiling allows comparison between your current customers and any data universe within the RMS data. Processing millions of records in just a few seconds, you can produce a profile report which highlights the characteristics that are statistically most prevalent within your existing customer base or any subset selection.

It also allows you to compare two groups of customers that have been acquired from different channels e.g. direct versus intermediary, comparing regions, mortgage types, or brands. This means that significant characteristics can be identified to drive smarter distribution and integration strategies.

Data Modeling – predict the behaviour of customers. Once your customer profile has been created a model can be applied which scores, ranks and segments every record in the RMS data.

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