

Press Release

Taishin International Bank's "Artificial Neural Network" was awarded Best Data Analytics Initiative, Application or Programme at The Asian Banker Taiwan Awards 2019

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- **The model predicted the potential purchasing power of multiple products through deep learning method**
- **The model continued implemented progressive learning, and predicted customer's current financial planning needs accurately**

Taipei, Taiwan, 23 October 2019 – Taishin International Bank's "Artificial Neural Network" was awarded Best Data Analytics Initiative, Application or Programme at The Asian Banker Taiwan Awards 2019. The awards luncheon, which gathered the foremost decision makers in the financial services industry in Taiwan, was held on 23 October 2019 at Mandarin Oriental, Taipei.

Standing from left: Foo Boon Ping, Managing Editor, The Asian Banker; Representatives from Taishin International Bank; Matt Dooley, International Resource Director, The Asian Banker

The Artificial Neural Network model raised the bank's transaction rate by nearly three times

The customer transaction rate of the Artificial Neural Network (ANN) model is nearly 3 times higher than the compared period. This single model also simultaneously predicts the purchasing potential of five different types of financial products, thus reducing the workload of management and maintenance model and enhancing the customer experience.

The model predicted the potential purchasing power of multiple products through deep learning method

The ANN model uses a deep learning method, which is based on the new open source software, computing environment and algorithm. This model uses a multi-level computing architecture to extract multiple layers of big data in different data dimensions, strengthening the application value and model calculation power of the data.

The model continued implemented progressive learning, and predicted customer's current financial planning needs accurately

Through pointer control ANN model validity, and continuous collection of new data to optimize the model, ANN model not only by the front-line sales units appreciate, will continue to expand the types of forecast products.

About The Asian Banker

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