

# DataVue

## DataVue

### Knowledge is Power – Capture It!

DataVue from PSCU is an easy-to-use data mining tool that has both a short learning curve for the casual users, but also an enormous functionality for advanced analytic users.

Queries pull data from our enterprise data warehouse providing the user a single source of truth which turns data into insights that can help shape strategy and help drive value to your overall customer relationships.

If a credit union wants to know how many transactions their premium cardholders are conducting compared to standard cardholders, or perhaps they want to identify rewards cardholders with high rollover balances, DataVue can get the job done. Traditionally, the answers to these questions would require extensive research and analysis. DataVue, however, delivers answers in a few simple filter clicks that automatically reveal solutions to the questions at hand.

### Dive Deeper into Data

For a more granular look at data and a deeper dive into data exploration, credit unions everywhere are turning to DataVue. This web-based tool is easy to use, enabling the user to access prebuilt templates to jump start their data exploration journey, or build their own ad hoc queries with over 650 data elements in a single environment.

## Solution Summary

*Data analytics can provide insights necessary for your credit union to establish a point of differentiation and secure a competitive advantage in the marketplace. DataVue will help you leverage your valuable data assets to:*

- *Create custom queries to quickly and easily mine data that gives unique insight into your members and their banking decisions.*
- *Create personal and community workspaces to hold multiple queries or graphs in a single platform.*
- *Segment and cluster your membership the way you want – a great start to discovering patterns!*
- *Enjoy self-serve campaign capabilities that include opportunity sizing, member targeting, and response tracking.*
- *See spending trends and top merchant segments from your cardholder base.*
- *Validate an ATM placement strategy, thanks to richer information about members' foreign ATM transactions.*
- *Size the target population to convert unprofitable, inactive cardholders into active, engaged members through campaigns to increase transactions and balances.*
- *Increase credit card program profitability by identifying active, creditworthy cardholders with high utilization percentages and extending offers for credit line increases.*

To date, there are nearly 15 million accounts updated each week and 25 million transactions loaded to DataVue daily. Through self-serve functionality, a user can get answers to pressing business questions, which may in turn spark new questions they may not have known to ask prior. This type of extensive data exploration is available to all users, offering a single way to query, as well as develop reports and graphs.

## Digital Swiss Army Knife of Insights

One of the most powerful features of DataVue is its ease-of-use and versatility. DataVue allows even the most novice users to get up-to-speed quickly and start seeing amazing insights, while also supporting the demands of your credit union's more experienced data maestros. There is no need to understand complex table joins or SQL, but the solution fully supports users who wish to build their own queries. Thousands of formatting options mimic those found in Excel, so making that transition from data to powerful presentations is a snap.

DataVue allows you to make single reports – with a variety of display modes (data charts, graphs, and narratives) – that you can save in your own personal workspace. Everything you create can be shared with your colleagues, or alternately submitted to PSCU for inclusion in CommunityVue, which offers myriad quick-start report templates. The most versatile characteristic of DataVue is how the solution allows users to combine reports for visibility in a single place. With DataVue, and a little personal engagement, you eliminate downloading data into Excel, Access or other tools and can

use DataVue for all your cardholder analysis objectives. DataVue unleashes the full power resident in your data.

## Get the Most Out of DataVue

Leaner, more effective growth strategies are marked by solid documentation and understanding of transactional trends. PSCU's Knowledge Base, accessed directly from DataVue or independently via the Member Insight platform, is the go-to resource to building your staff's competency on card management and strengthening their overall analytics education. The Knowledge Base serves up all the information you need for success with every Member Insight analytic solution. Augmenting PerformanceVue topics that provide a laser focus on what matters most for overall product management, DataVue topics help you explore the actionable drivers behind your performance and brand new insights that could transform your business. With Knowledge Base you can:

- Quickly understand, or do a deep dive into, every data field you may or may not be familiar with
- Explore techniques to get you up to speed quickly and explore more advanced methods including collaborative development
- Inquire about how industry trends may be affecting your business performances and learn how to gain additional insights from your PerformanceVue KPIs
- Refresh or gain new understanding of key concepts around data, information mining, and making your insights actionable