CampTek Software

RPA Use Cases for Financial Services

Release 4: Data Visualization

Data Visualization for Exploratory Research

At our current pace, the world is producing 2.5 quintillion bytes of data per day. As people begin to realize the power behind data in driving sales and profitability, corporate executives value mechanisms that utilize this data to draw actionable insights. Financial institutions can harvest the power of RPA to aggregate internal and/or external data and understand a business landscape quickly. Bankers, traders, analysts, researchers and executives can have neatly visualized data sent via email on a regular basis to better do their jobs.

Internal Data Aggregation

Every morning, corporate executives wake up and analyze sales data from the previous day. For example, corporate executives at a company like McDonalds may view metrics on total revenue, average ticket price and product-specific sales. Well-presented data may allow these executives to make timely and effective decisions regarding product availability, operating hours, marketing strategy and more.

With the power of RPA, CampTek Software can aggregate large quantities of information for leaders so they can better understand the operations of their organizations at any point in time. CampTek can send a periodic e-mail illustrating data such as sales by geography, product and time of day. We can also aggregate any information based on the executive's specific areas of interest on a periodic basis. In using RPA, analysts can bypass working lengthy hours on reports for their business leaders. Periodic reports generated by RPA save time, avoid errors and allow business leaders to make constructive decisions.

Consider too, the sales and trading division of financial services. Each and every trader on the floor makes countless decisions, codified as data points. Organization-specific aggregation of the data points can allow for employees to gain insight on their performance. CampTek can aggregate any data collected on the trading floor and send visualized data to employees and company leaders, allowing for optimization of practices within the financial services organization.

External Data Aggregation

While RPA can aggregate internally generated data, it is additionally possible to aggregate data from any number of external sources that employees may find advantageous. For example, financial professionals may like to see reports containing Chicago Mercantile Exchange information, US Treasury yields, daily trading volume from a specific exchange, or any other data that may be pertinent to a financial professional.

Consider a company trading oil futures. A company like this may want information regarding the oil supply chain. Well-developed RPA can aggregate data from satellite imagery, weather forecasters, political uncertainty proxies and global shipping routes, ultimately allowing the company to make informed trading decisions. This saves companies hours of manual research and data aggregation, allowing them to make quicker, more accurate and more profitable decisions.