

# FICO® Academic Engagement Program

Helping develop the next generation of business leaders

The FICO® Academic Engagement Program provides the courseware and context needed to develop analytical solutions that refine complex business strategies. Undergraduate and graduate students will benefit from:

Accessibility
Data and analytics
tools are centrally located on the
FICO® Analytic Cloud.

FICO subject matter experts, university faculty and participating students collaborate in a dedicated online community.

Flexibility
University faculty can choose the start dates and duration of each lesson based on the course curriculum and schedule.

Organizations in every industry are increasing their dependency on advanced analytics to guide strategic and tactical decision-making. Regardless of the goods or services they sell, all companies are in the analytics business to some degree. FICO is partnering with leading universities to help the next generation of business leaders become conversant in the role that analytics can play in the creation and execution of winning business strategies.

# **Practical experience**

The FICO® Academic Engagement Program is designed to help business professors supplement their undergraduate and graduate coursework by solving real-world business problems with advanced analytics. Students are given the opportunity to analyze complex data using some of the industry's most widely used analytical tools. With each assignment, students develop the skills needed to balance the art and science of applying analytics in a business setting.

Each business scenario is composed of several lessons, each supported by training videos and accompanying course workbooks. The lessons guide students through the process of developing content used in an "analytic delivery meeting" intended to simulate a business presentation of findings. Professors have the flexibility to define their own success measures or use the FICO evaluation guidelines. Examples of scenarios and analyses may span revenue generation, increased profitability, decreased loan default rates, or a combination of competing objectives.

# FICO® Analytic Cloud

Students at participating schools are given access to the FICO Analytic Cloud where they can access the same software used by many of the world's leading companies. The tools are pre-populated with cleansed data used to solve complex business challenges.



### **Example of Customer Segmentation by Purchase Channel** 7,028 7,047 0.0475 5.811 Last\_Purch\_Channel CTG **RET WEB** 1,690 2,230 4,497 3,484 841 1.333 17.0 31.3 0.0365 0.0606 0.0306 5.350 6.571 4.534 Glossy Freq\_Purch\_Lifetime Distance\_to\_Store -inf -< 2 -Inf -< 95 95 -< inf 441 1,027 1,249 1,203 709 132 17.0 17.1 170 0.0210 3.022 0.0494 7.283 0.0282 4.169 8.449 0.0561 Glossy E-Mai Drop Incent

Customer segmentation is demonstrated as a key component of targeting the right message to the right customer, and sending marketing communications through the most effective channel for increased profitability.

The FICO® Analytic Cloud was developed to help businesses quickly deliver analytical applications that capture new opportunities. Increasingly, these applications are being used to interpret complex data and anticipate business needs and outcomes. When injected into common business processes, advanced analytics can dramatically improve the accuracy of tactical and strategic decisions. These concepts require emerging business leaders to appreciate and recognize the potential of using advanced analytics to improve business results.

## Real-world coursework

Participants in the FICO® Academic Engagement Program tackle the same business challenges that leading financial institutions and retailers face every day. For example, professors may choose a scenario where students assess and improve a credit grantor's loan approval process. The project introduces the concept of competing objectives by requiring students to mitigate potential loan defaults, while increasing overall portfolio revenues. The coursework materials explain how to develop and interpret both risk scorecards and approval strategies, all within the context of managing a lending institution's Home Equity Line of Credit portfolio.

A separate marketing-focused scenario requires students to explore options to help a multi-channel retailer better allocate marketing dollars to drive increased profitability. Students learn how to develop and interpret both response scorecards and solicitation strategies, while crafting a profitable marketing campaign.

The final lesson of each scenario provides guidance on how to prepare and deliver a successful analytics-based presentation to a business-focused audience.

This presentation of findings develops analytically focused communication skills that prepare students to lead business initiatives when they enter the workforce.

# **Community**

Universities participating in the FICO Academic Engagement Program are given access to a dedicated community page where their students and professors can communicate with each other as well as FICO personnel. These communities are a valuable resource for researching frequently asked questions, corresponding with teammates, or contacting the FICO Academic Engagement Program Manager and Adjunct Professor directly.

To learn more, contact us

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