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(57) Abstract :

ABSTRACT Improving global Financial modelling through big data analytics The current financial industry has become increasingly reliant on the extensive use of data to drive the majority of decision making. Big data analytics has opened up opportunities for using large datasets to significantly improve financial modeling. By leveraging techniques such as data engineering, machine learning, natural language processing, and predictive analytics, financial institutions can gain deeper insights into market trends to help them make better informed decisions. Big data analytics can be used to track consumer behavior and identify credit risks and opportunity costs associated with different scenarios. It can also be used to assess the impact of changing regulations and market conditions on the ecosystem. Additionally, through predictive analytics, organizations can use information collected from multiple sources to better assess market dynamics, identify patterns and anticipate customer needs. By leveraging the power of big data analytics, organizations can develop more accurate, up to date and granular financial projections that help pave the way for improved customer outcomes and increased profitability.

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