
AWS
re:Invent

ARC203

Machine learning: Unicred's journey from data to insight

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WWPS

AWS re:Invent

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Agenda

Challenge

Architecture best practices

Voice of the customer

Outcomes

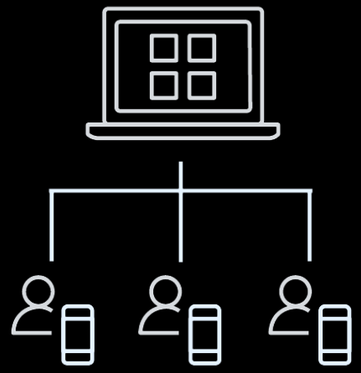


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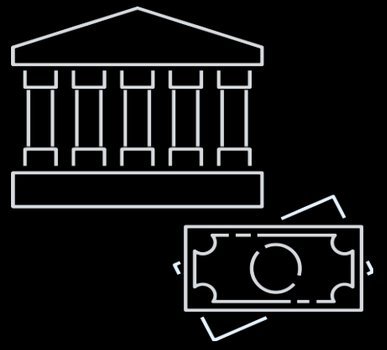
UNICREDA



220k Members



National Confederation



280 business units

UNICRED

60%

Of presence in Brazilian states



Churn in financial sector

Churn rates grow **13** points around the world in the **financial sector** between **2013** and **2018**





The Challenge

How to predict Churn?

Unicred wants to find out customer tendencies to leave the company.

AWS Well Architected



Security



Operacional Excellence



Reliability



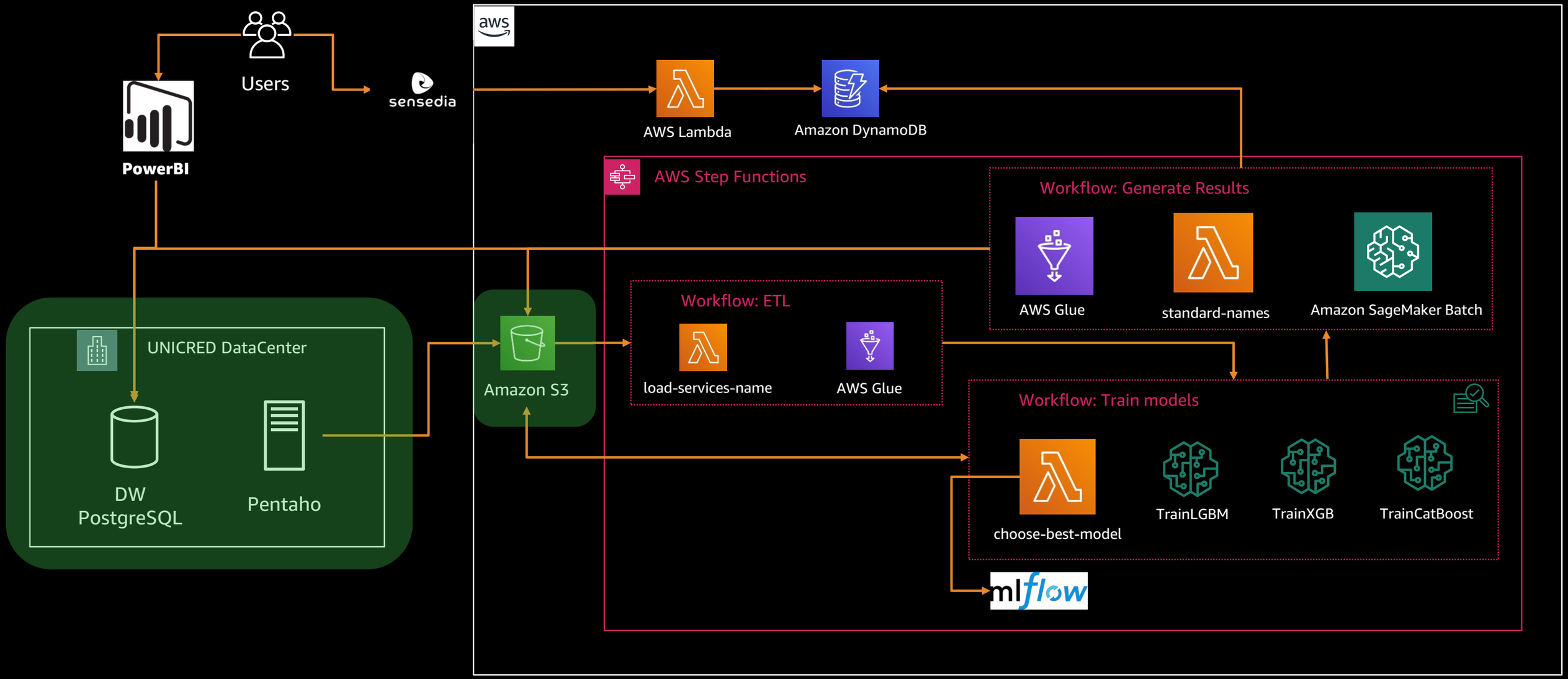
Performance Efficiency



Cost Uptimization

The Analytics Lens covers common analytics applications scenarios and identifies key elements to ensure that your workloads are architected according to best practices.

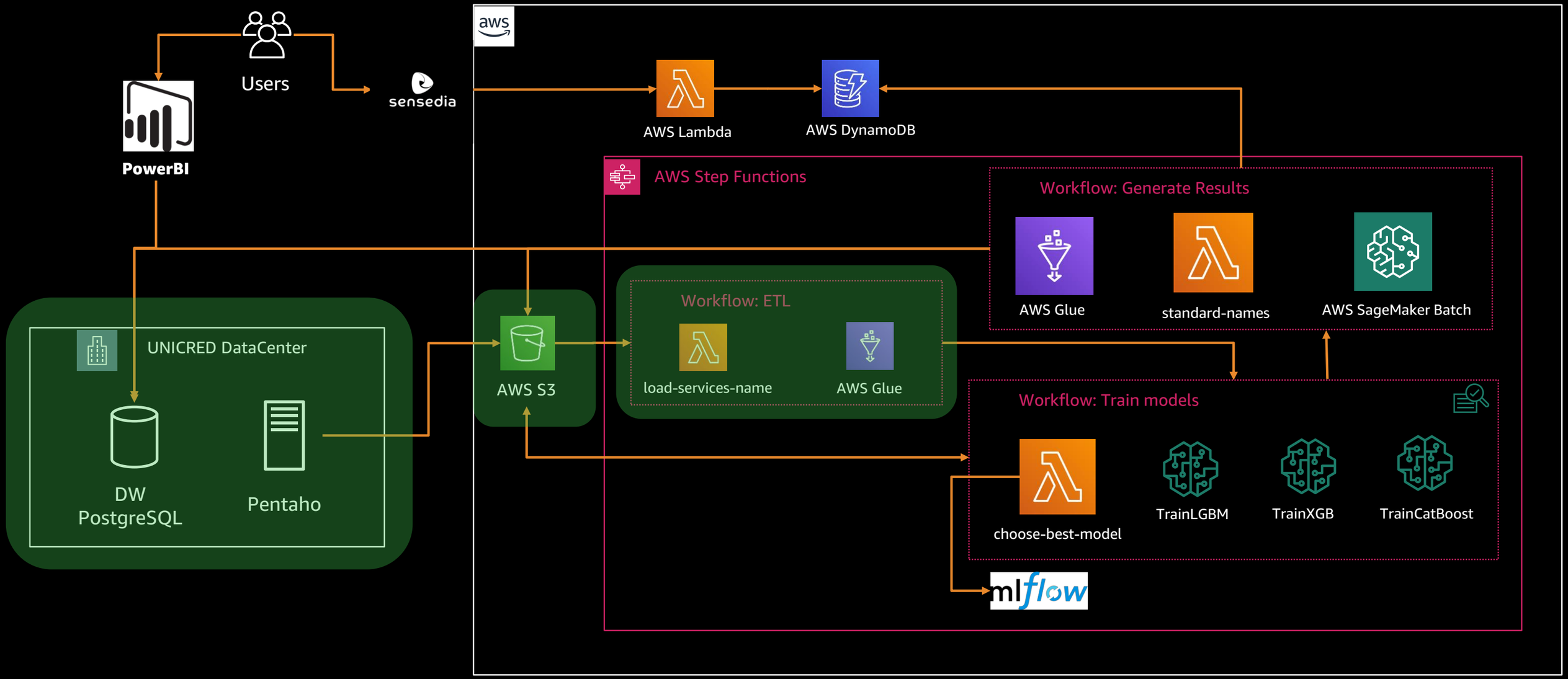
Architecture



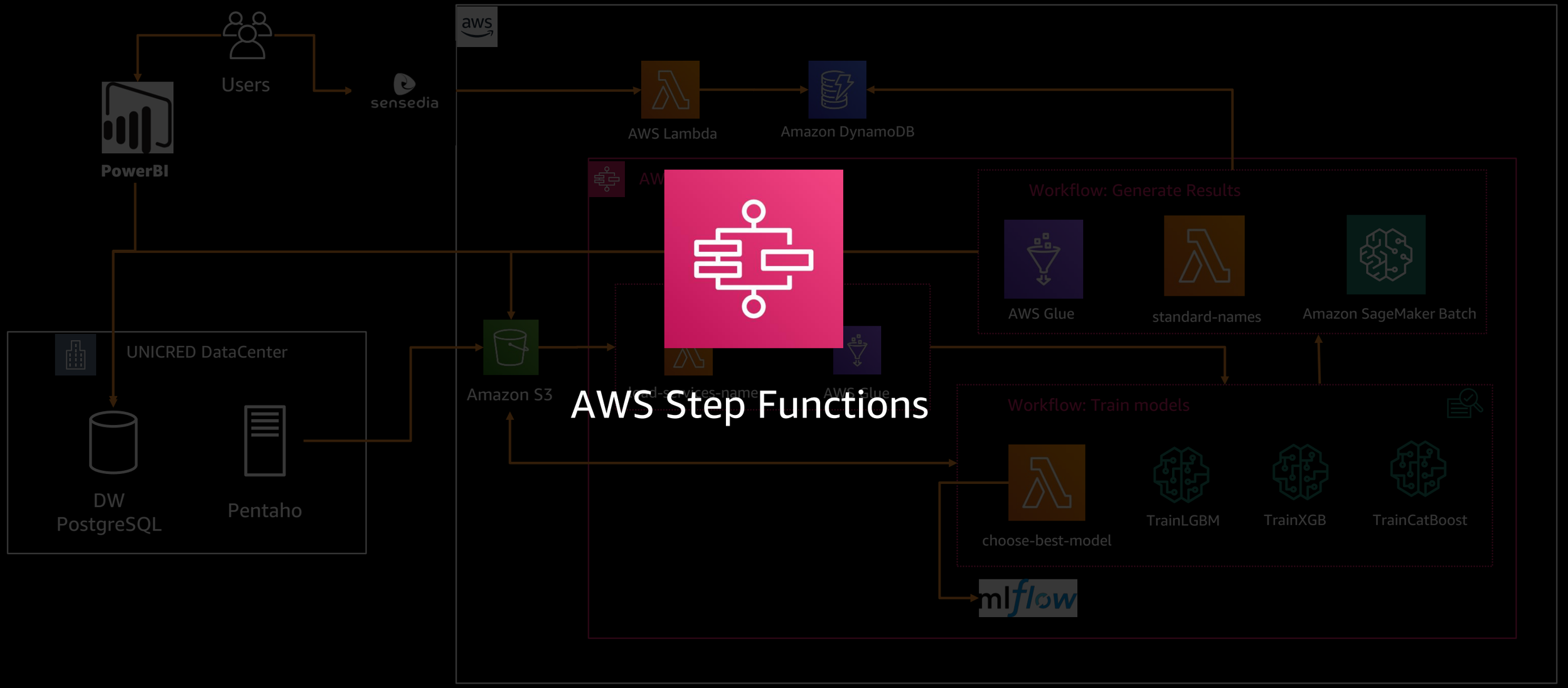
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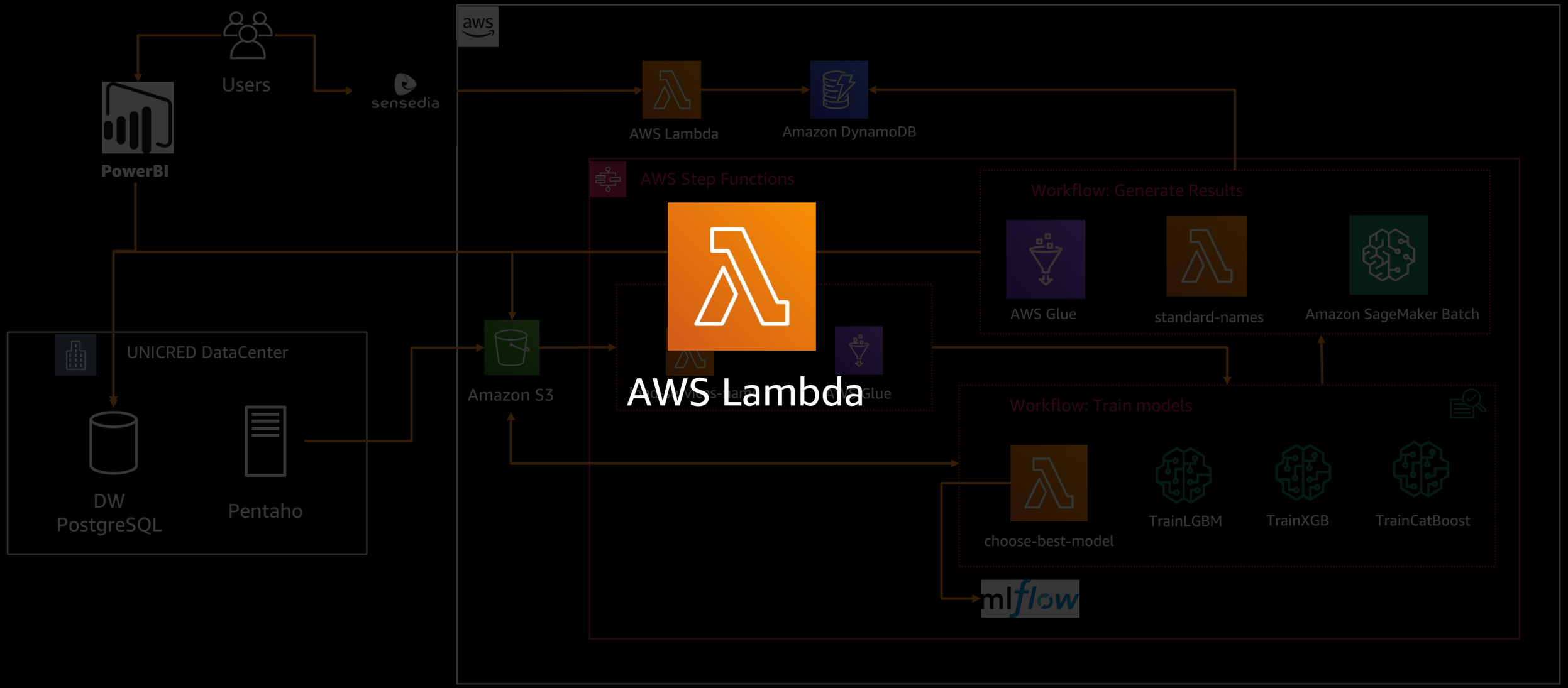
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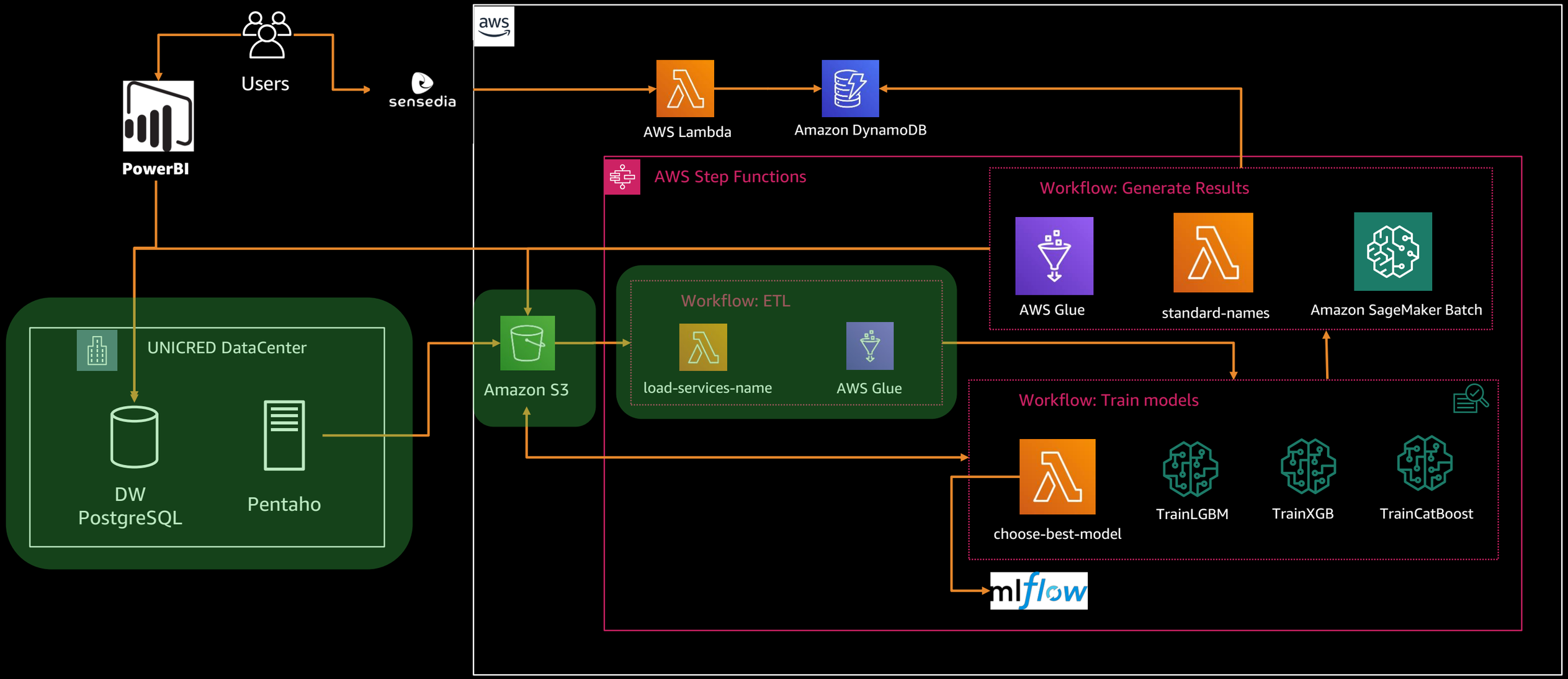
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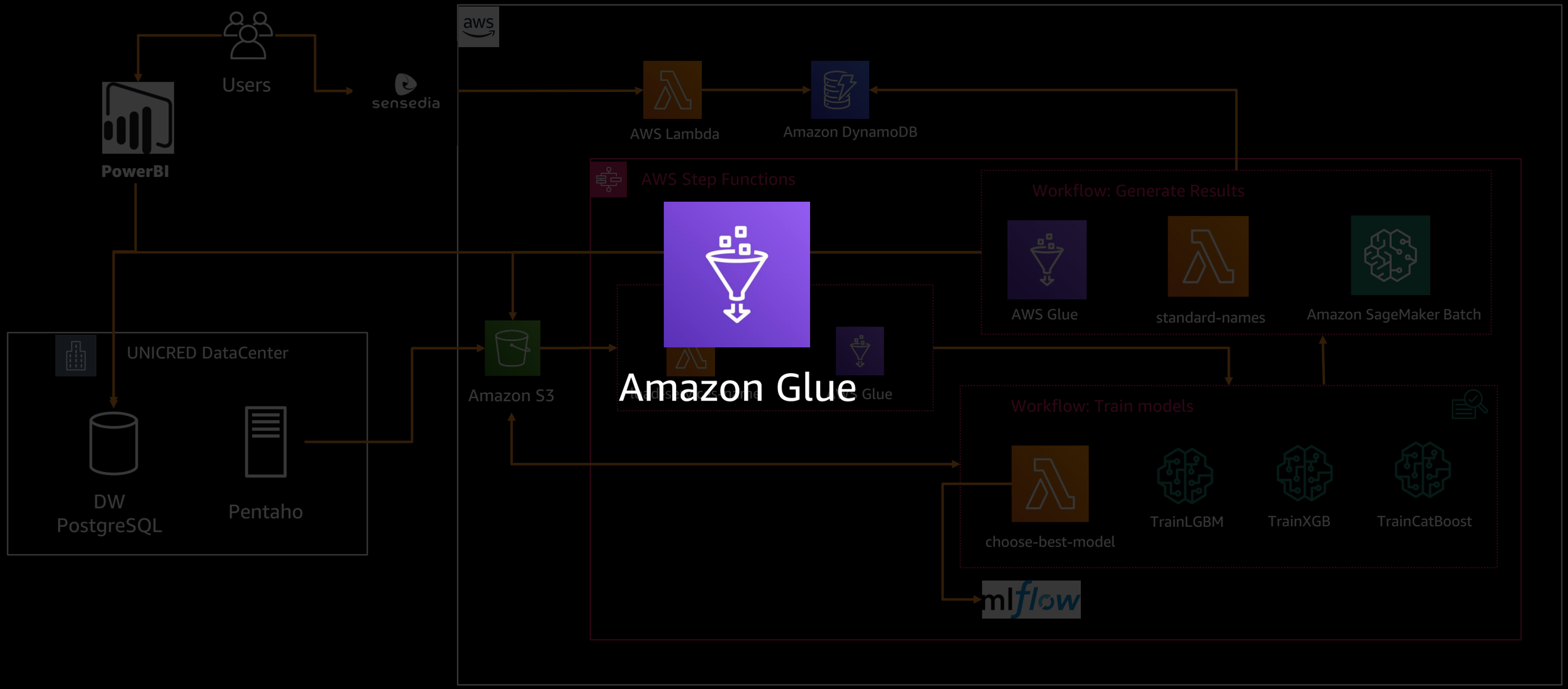
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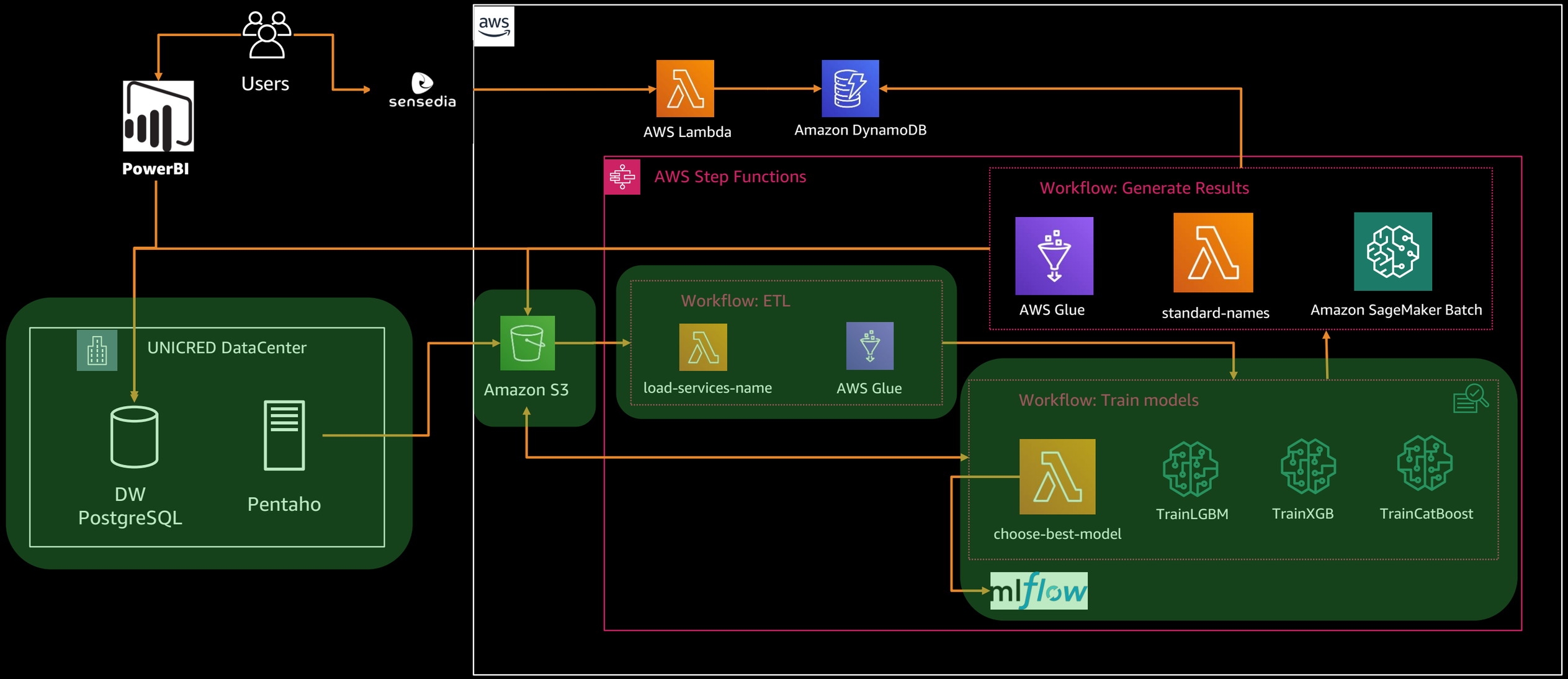
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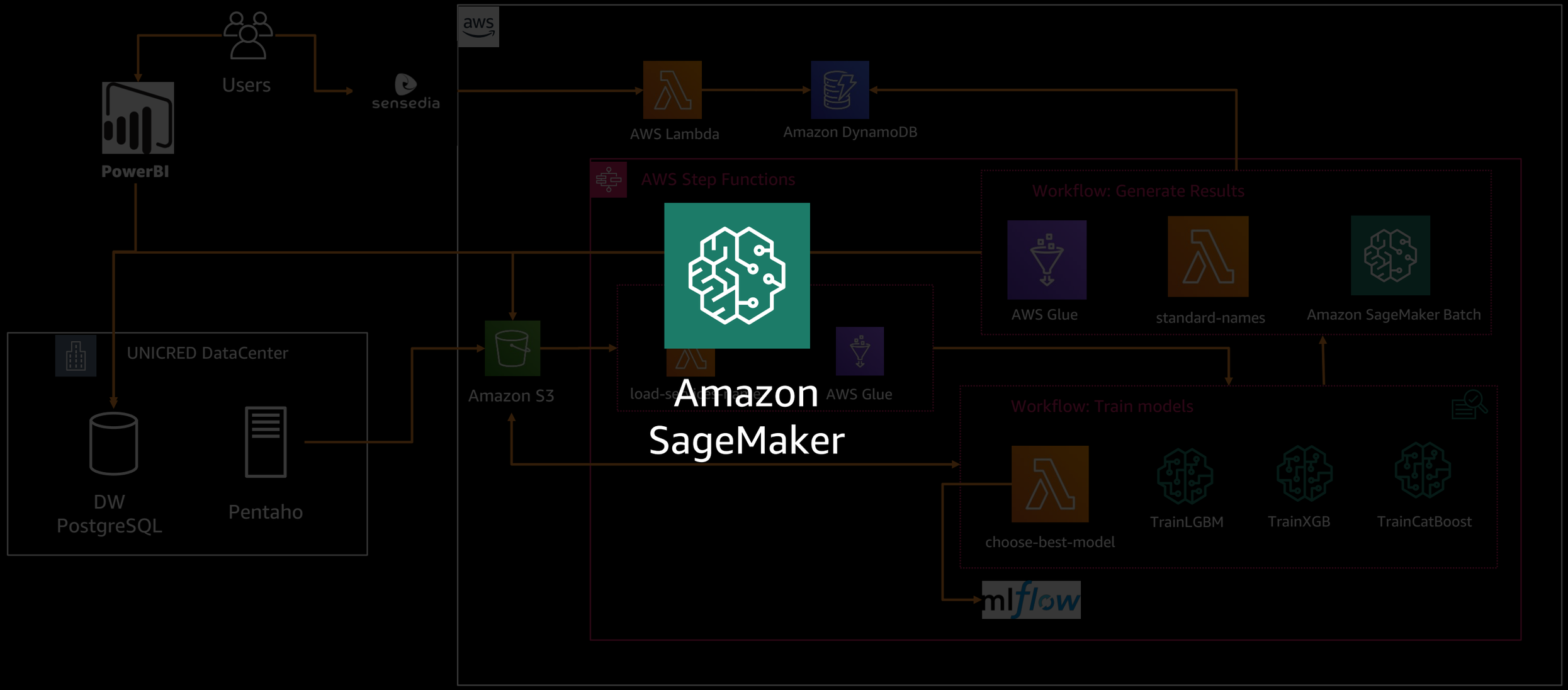
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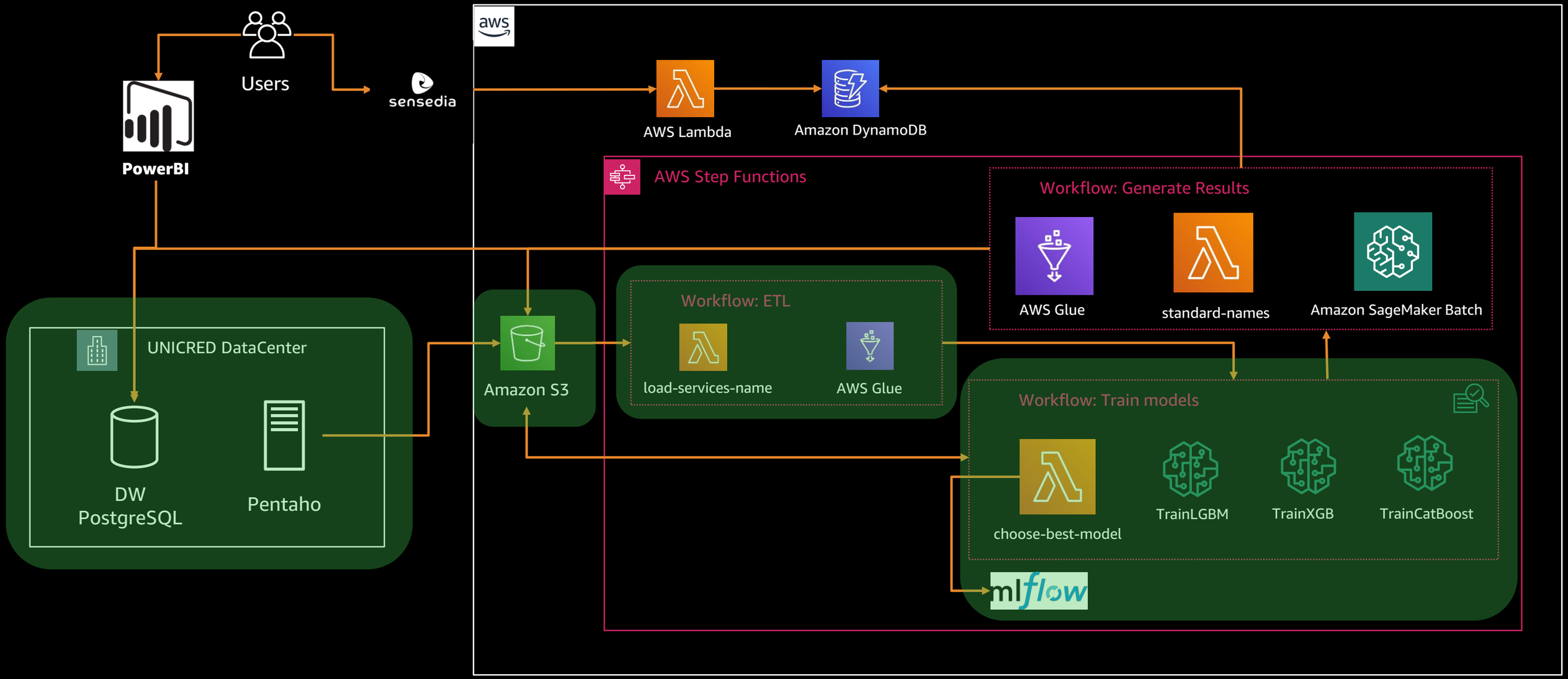
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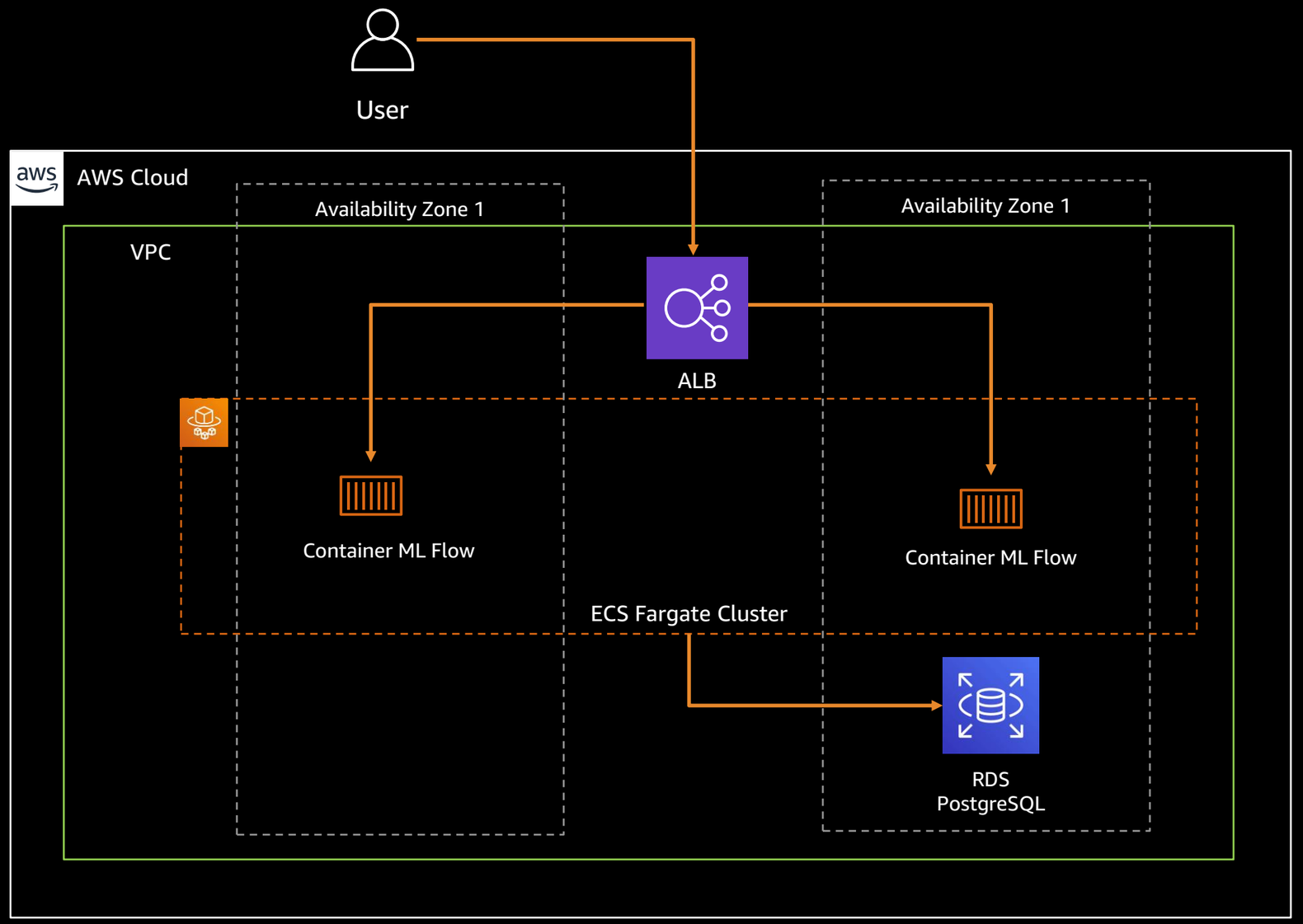
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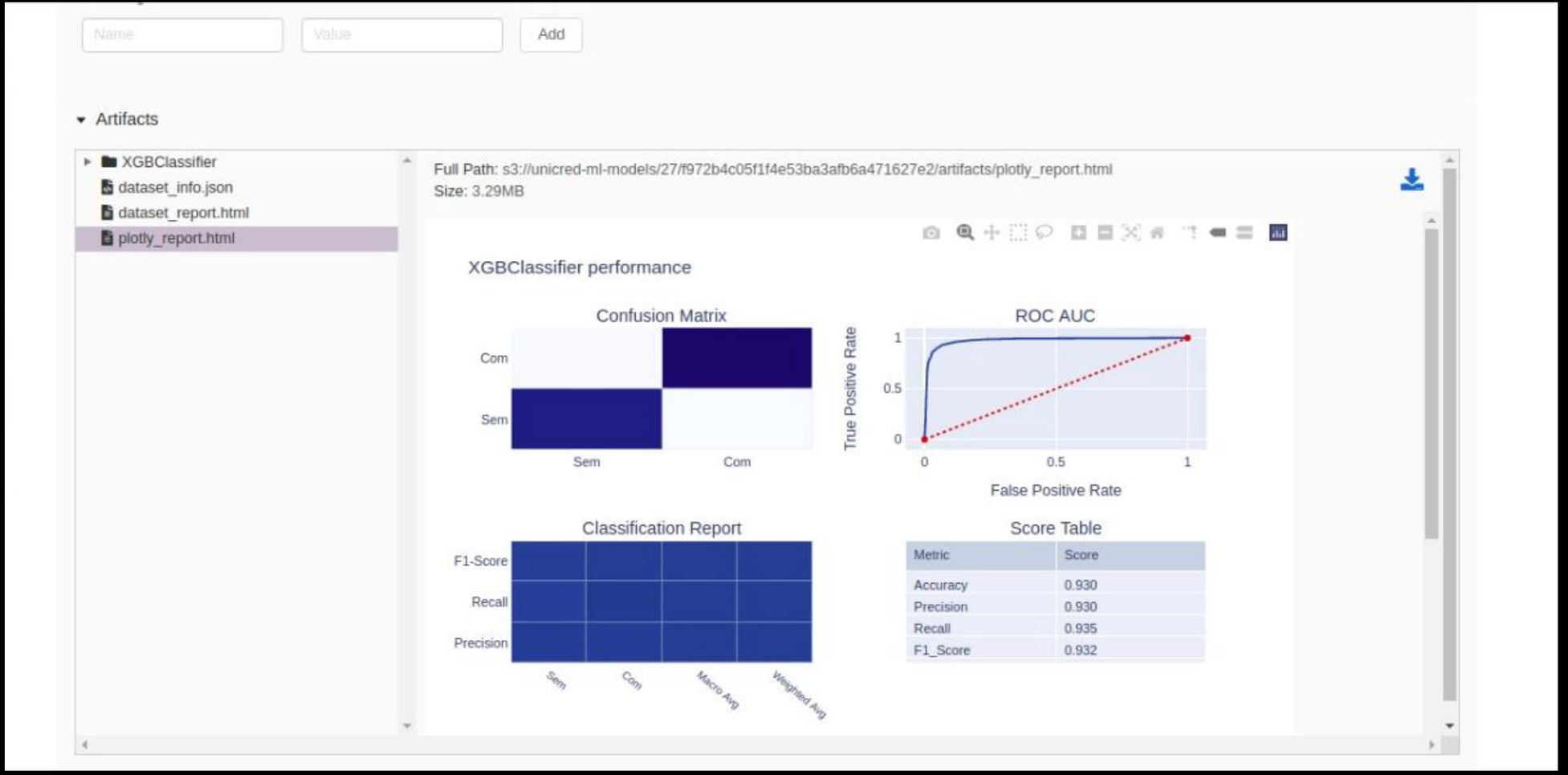
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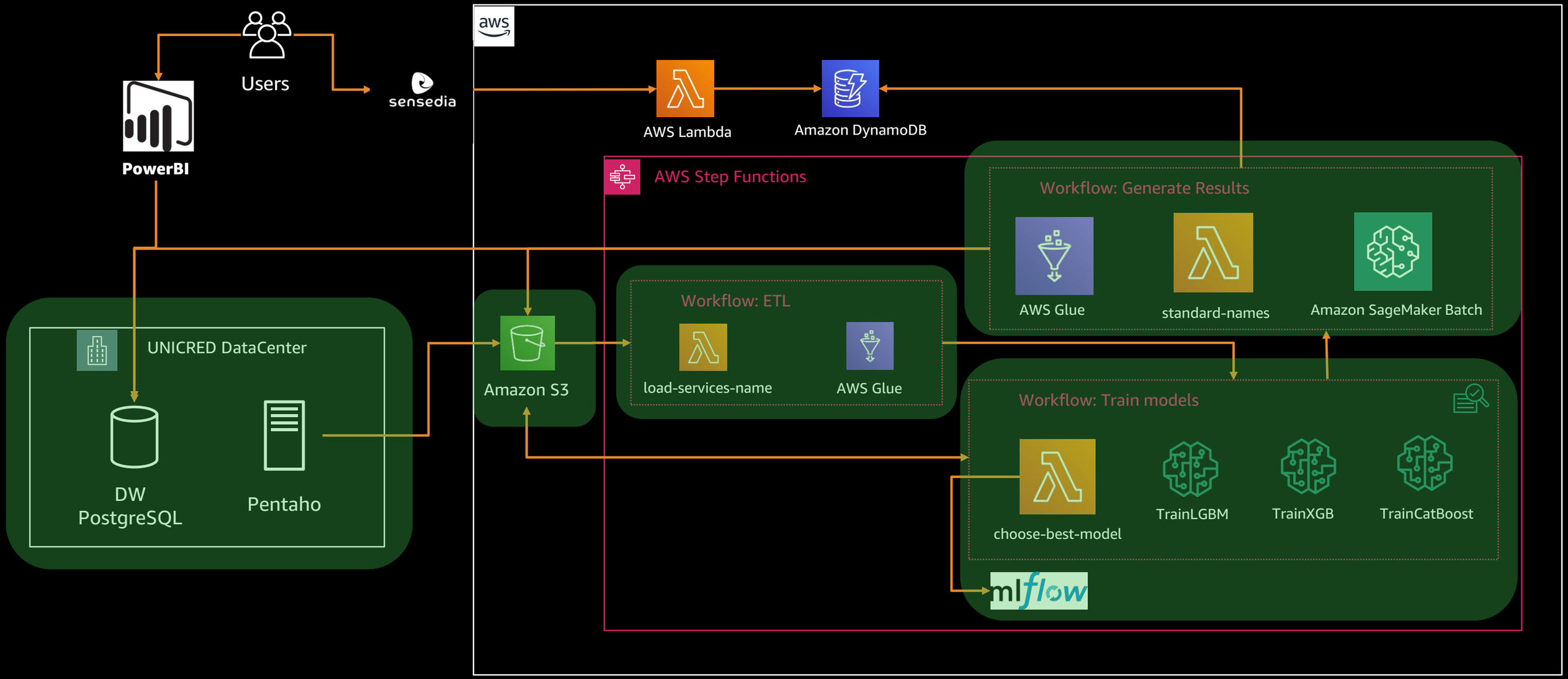
MLFlow Architecture



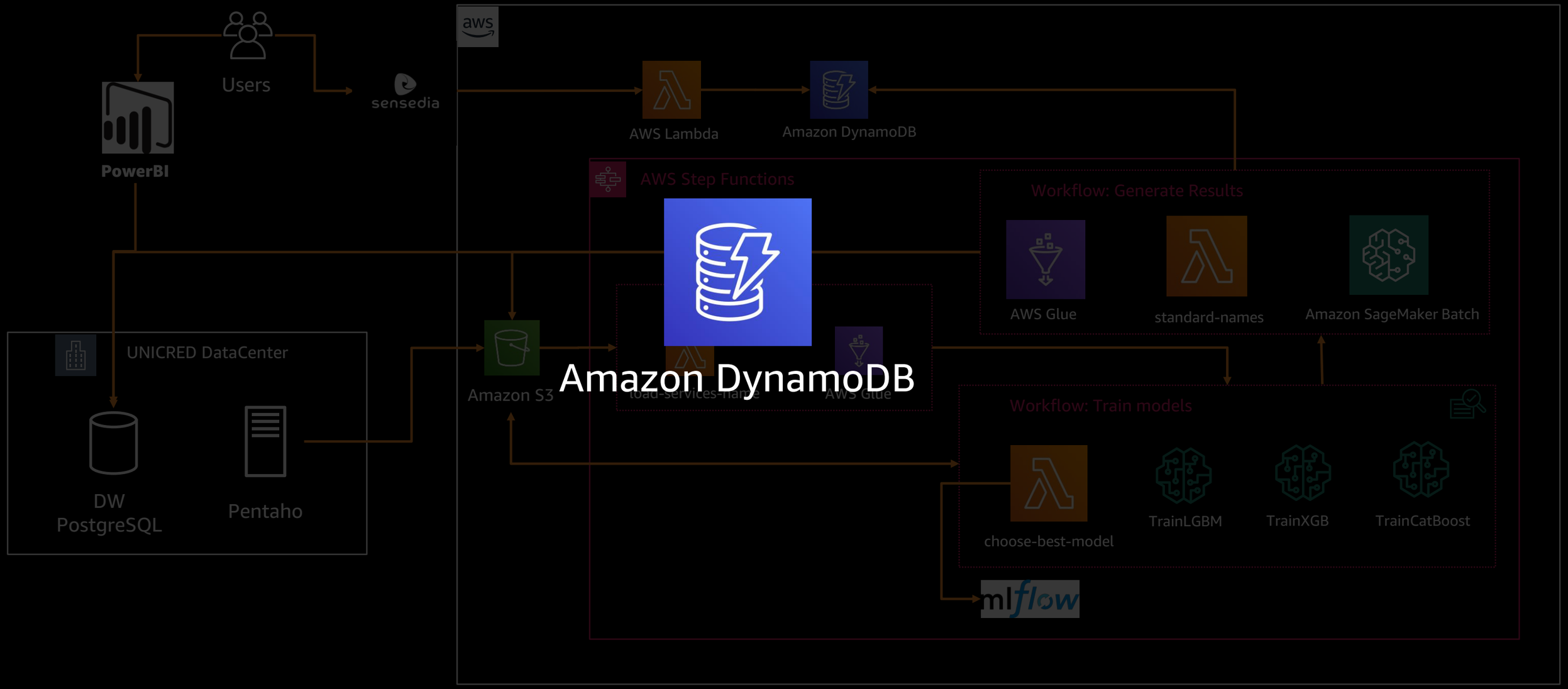
MLFlow Analysis



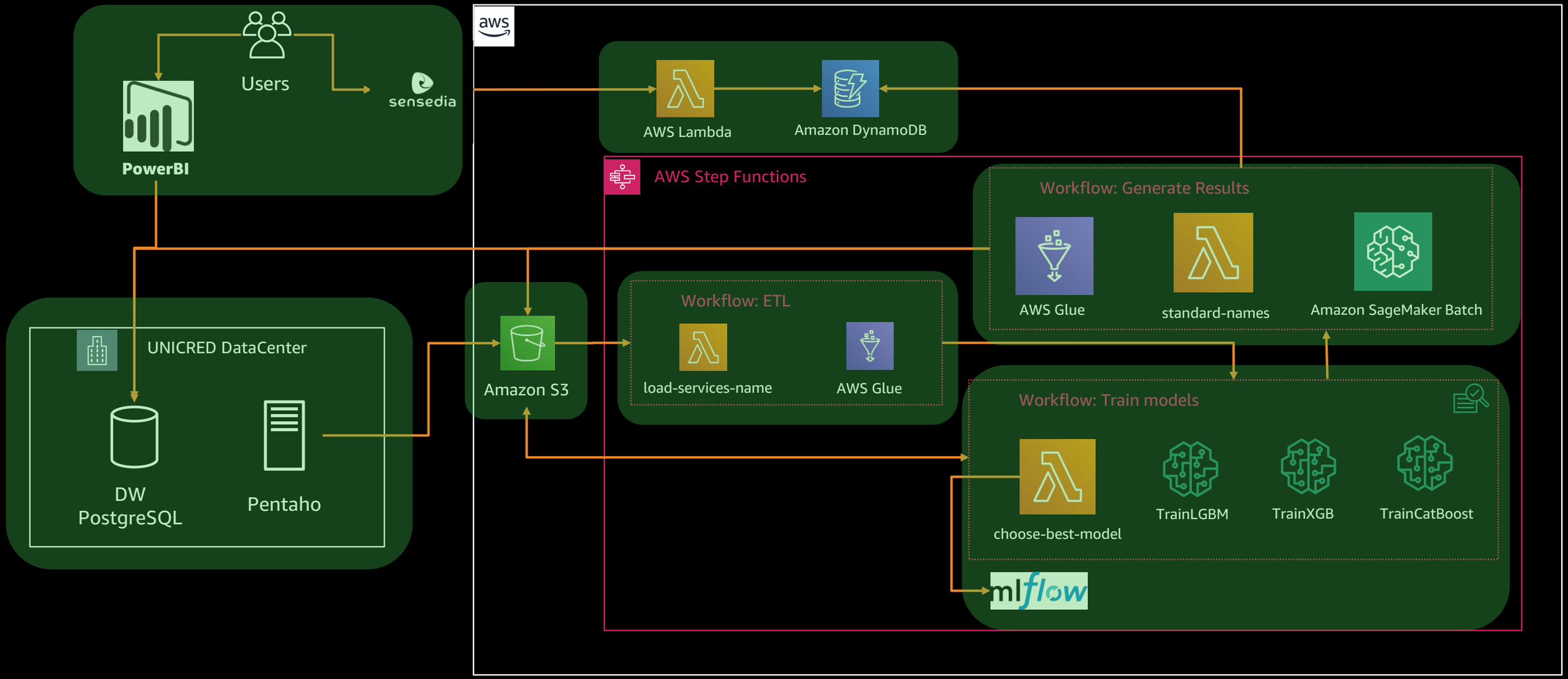
Architecture



Architecture



Architecture



Outcomes



30% retention of customers

10% increase in sales

Architecture Resources

AWS Well-Architected Framework

The official best practices for Architecting in the AWS Cloud

aws.amazon.com/architecture/well-architected

AWS Well-Architected Labs

Hands-on labs to help you learn, measure, and build using architectural best practices

wellarchitectedlabs.com

AWS Architecture Center

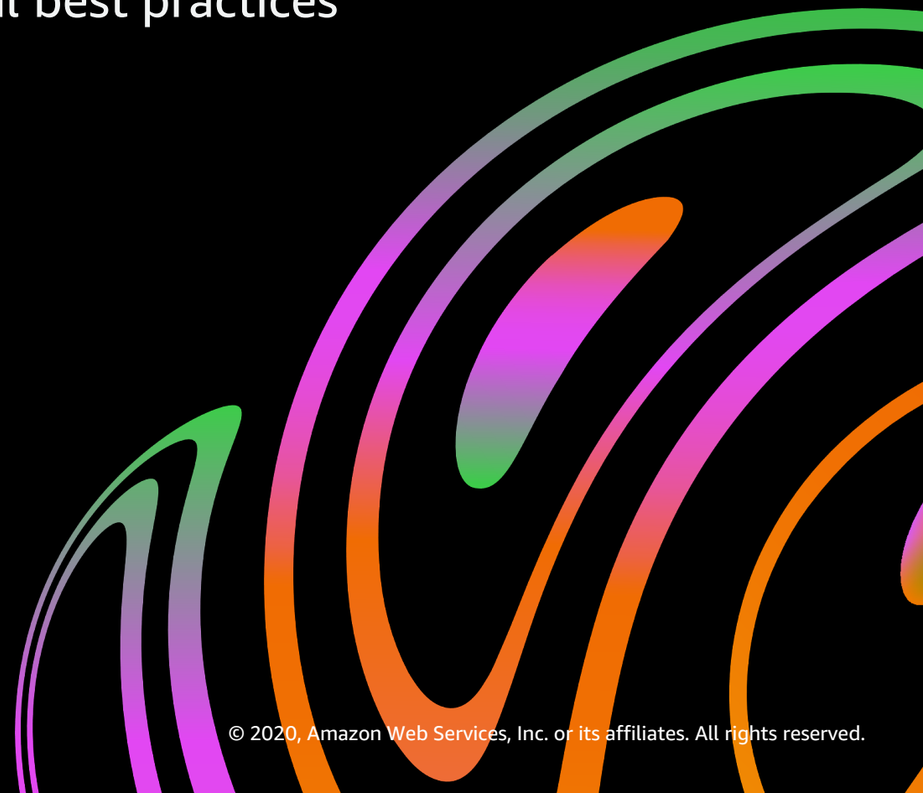
Official AWS repository for all Architecture resources

aws.amazon.com/architecture

AWS Solutions Library

Vetted reference implementations and well-architected patterns

aws.amazon.com/solutions



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Thank you!

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