

Multiple Years of Analysis Migrated into Comprehensive Dashboards



WIDE ARRAY OF DASHBOARDS FOCUSED ON CAMPAIGNS, MEMBERSHIP GROWTH AND PRODUCT PENETRATION.

Background:

Historical Information Management Was Crucial

DuPage Credit Union is a \$500M+ Illinois credit union serving over 40K members since 1956. DuPage required insightful data about their members to better expand their member activity while maintaining rapid growth. To assist their management team, more information on specific marketing campaigns impact was needed. As new vendors were contracted, historical information was crucial to ensure management monitored trends.



Goal:

Multiple Years of Data Reporting and Analysis

ProBridge's staff of tech experts provided a wide array of dashboards and timely monthly reporting over six years of historical analysis. The dashboards focused on credit card attrition campaigns, membership growth and product penetration, as well as growth in both the lending and deposits portfolios.

KEY STEPS IN THE DATA SOLUTION

Data Management: ProBridge managed the multiple years of data to feed the analytics projects and dashboards.

Client Database: The comprehensive database contained details, transactional history and daily actions.

Dashboards: The comprehensive dashboards covered each facet of membership, product and marketing analysis of campaigns.

Membership Analysis: Specific analysis, including migration and recommendations, were provided over multiple years. This analysis provided management with unique insight into those members poised to leave in time to react and cultivate an intentional marketing plan.

Credit Card Portfolio: Product improvements provided opportunities to increase loan credit limits, which provided a good increase in overall portfolio performance.

PowerBI Utilized: Dashboards were created using PowerBI, which provided an easy environment for management to utilize data in decision-making.

Testing & Validation: Data integrity, performance improvements and user acceptance were tested and validated at every step of the process.

DuPage Credit Union
NAPERVILLE, ILLINOIS

40K
members

\$500M⁺
in assets

Results:

Utilize Data to Focus on Annual Goals

Following the successful implementation, DuPage realized **significant improvements** in data accessibility, performance and scalability:



Seamless Business Continuity

The dashboards ensured access to critical information and reports.



Scalability & Flexibility

Having the outsourced data infrastructure allowed DuPage to focus internal staff to utilize the data and focus on annual goals.



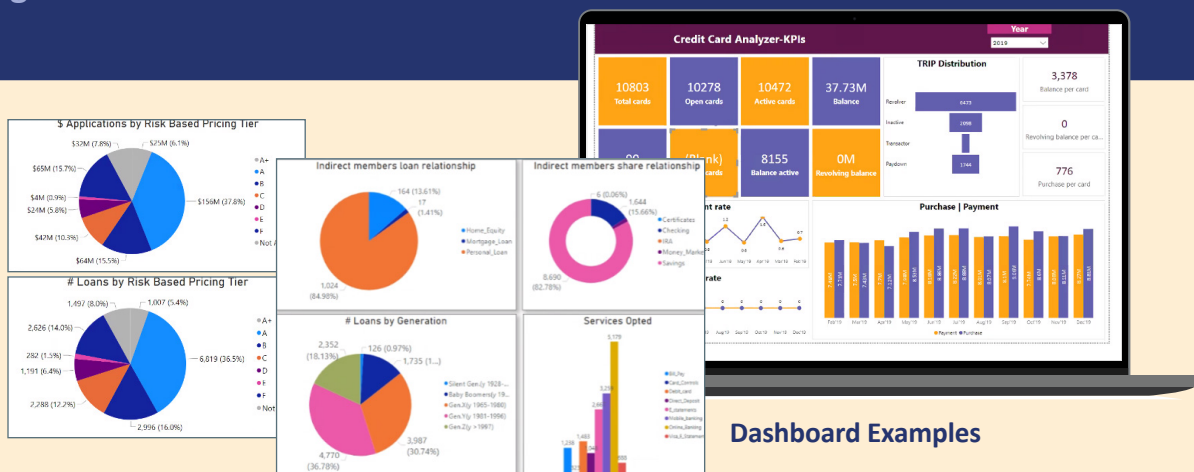
Data Science Approach

The utilization of data science techniques ensured that DuPage had the analysis needed for action. Attrition analysis was utilized for strengthening the credit card portfolio.

Conclusion:

By partnering with **ProBridge**, DuPage Credit Union successfully **modernized its data infrastructure and gained the business knowledge needed to accomplish goals.**

Through ProBridge, DuPage was able to deploy the benefits of data science techniques, providing credit card portfolio enhancements and management dashboards while also providing data analysis on membership and growth metrics needed to the DuPage management team.



Dashboard Examples

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