DATA ANALYTICS
DATA WAREHOUSING

ASTERISK INTELLIGENCE

Who is Asterisk Intelligence?

Business Intelligence for Credit Unions

We are a unit of CU*Answers dedicated to the following objectives: 1) developing and sharing expertise in data warehousing and analytics, 2) building business intelligence talents at credit unions, and 3) providing products and services which support credit union data scientists.

Our vision for **data analysis** includes offering strategies and toolsets within our five pillars of data analytics – Finance, Operations, Fraud, Audience, and Marketing.

Having data to analyze means collecting and managing data - **data warehousing** products and solutions provide a solid framework for data storage, management, and exchanges of your membership and processing data.

A Solution for Everyone

Large or small, every credit union has a place in data analytics and should be developing a strategy for generating insights from data.

Asterisk Intelligence can help!

"The Asterisk Intelligence team is about emphasizing the power of data at every level of a credit union"

-Keegan Daniel, VP of Professional Services

ASTERISK INTELLIGENCE

- Generate actionable insights from data
- Strategize and execute data projects
- Training programs and educational resources
- Partner with business intelligence teams
- Support for Do-It-Yourself (DIY) strategies
- And more....

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MEET THE ANALYSTS

ASTERISK INTELLIGENCE

Keegan manages the CU*Answers Asterisk Intelligence Team as VP of Professional Services. His all-around expertise and critical business skills are invaluable as he leads the Asterisk Intelligence team to establish business intelligence teams, develop business intelligence strategies and develop external data warehouse strategies.

"As leader of the Asterisk Intelligence team, I'm looking forward to demonstrating the value of providing credit unions with a data analyst bench of experts for creating and generating analyses. Developing data warehouse/data transfer opportunities is also a key element of our vision as these are the backbone of everything data."

Keegan

Thomas is a Business Intelligence Analyst on the CU*Answers Asterisk Intelligence teams where he plays a vital role in new service development. His background in finance and corporate accounting provides a back-office perspective on the value data strategies can bring to credit unions in areas such as budgeting and corporate planning, supporting RFP's, and board reporting.

"I look forward to contributing my knowledge and expertise to the Asterisk Intelligence team, generating knowledge and insight for credit unions, identifying opportunities, and ultimately becoming a manufacturer of value!"

Thomas

Annalyn is a Business Intelligence Analyst on the CU*Answers Asterisk Intelligence team where she shares her expertise and passion for data mining and data analytics. Her background in credit union business development and marketing brings a versatile perspective to data analytics and product development.

"I am excited to be joining the Asterisk Intelligence team as organizations are putting more attention on data! There is so much value in connecting data points to tell a story, and I believe our data analytics and data warehouse solutions will bring that value to credit unions of all sizes.

Annalyn

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