

**SUCCESS STORY**

# Citi Ventures Invests in DataRobot for Pioneering Automated ML

Citi Ventures, the innovation arm of Citibank, saw DataRobot as the clear leader in the market for empowering data scientists and business users to realize dramatic time-savings in the modeling process — and ultimately focus their talents on solving complex business problems.

## Challenge

Citi Ventures continuously seeks innovations that will solve challenges for Citi and its customers.

## Solution

Citi Ventures invested in DataRobot for pioneering AI for data scientists and business users alike.

## Result

Citi automates 80% of the modeling process, leading to 10 times the productivity and freeing users to spend more time on tackling complex business challenges.

### AI and ML: Game-Changing for the Financial Industry

Citi Ventures, the innovation arm of Citibank (Citi), continuously scans the market for emerging trends in technology and financial services that will help solve Citi challenges and those of its clients.

Since it formed in 2010, Citi Ventures has invested in more than 100 different companies to augment Citi's products and services.

"At Citi Ventures, we believe that artificial intelligence and machine learning will be pervasive in everything that we do as a society," said Vibhor Rastogi, Global Director of Artificial Intelligence and Machine Learning Investments at Citi Ventures. "It will drive how consumers interact with a business, in delivering personalized experiences, and in being able to offer the best products to them at the right time, at the best price."

### DataRobot: AI for Everyone

When seeking AI investments, Citi Ventures immediately recognized DataRobot as a leader for extending AI and machine learning well beyond data science teams.

"Citi Ventures invested in DataRobot because they created this category of automated ML," Rastogi said. "DataRobot was the first to understand this phenomena that the world needs data science, but not everybody's trained as a data scientist. This is a huge differentiator in the market."

Citi Ventures values that DataRobot has continuously expanded its AI Cloud platform to cover the entire modeling lifecycle, from data preparation to deploying into production to model monitoring and risk management. Additionally, Rastogi sees DataRobot's



### INDUSTRY

Financial Services

### PRODUCTS

[DataRobot AI Cloud, AutoML,](#)

[Automated Time series](#)

### SUMMARY

Citi Ventures harnesses the power of Citi to help people, businesses, and communities thrive in a world of technological change. Citi Ventures accelerates discovery of new sources of value by exploring, incubating, and investing in new ideas, in partnership with Citi colleagues, our clients, and the innovation ecosystem. The team focuses in six key areas: Financial Services & Technology, Commerce & Payments, Data Analytics & Machine Intelligence, Security & Enterprise IT, Marketing & Customer Experience, and Property Technology. Citi Ventures accelerates its portfolio companies' ability to scale through collaboration with Citi's global businesses and industry experts. For more information, visit: [www.citi.com/ventures](http://www.citi.com/ventures).

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partnerships with Snowflake and Databricks as enabling customers to get more out of their investments in AI and machine learning.

And finally, the AI Cloud platform empowers Citi data scientists to focus more on interpretation rather than setting up models.

“We looked at the market and found DataRobot AI Cloud to be one of the best solutions in the market for helping our data scientists develop models faster,” Rastogi said.

### AI: Supporting Decisions Across the Financial Institution

AI can help Citi in several ways:

- **Governance** — Model governance can scale deployments and provide legal and compliance reports.
- **Fraud prevention** — AI and machine learning can help identify potentially fraudulent credit card transactions.
- **Customer personalization** — Insights help Citi tailor the customer experience.
- **Customer retention** — The AI Cloud platform helps Citi understand customer interactions and sentiments to improve satisfaction and retention.
- **Credit underwriting** — The platform aids in underwriting decisions, and leaving the more sophisticated cases to experienced team members.
- **Hiring** — Augmented intelligence assists in screening candidates and matching them with ideal jobs within the company.
- **Equitable decision-making** — Rastogi sees promise, too, in using AI modeling to overcome some of the tough challenges around discrimination and bias.

### Automating 80% of the Modeling Process

With DataRobot AI Cloud, Citi data scientists and other business users cut much of the data prep and monitoring associated with modeling.

“Eighty percent of the challenge in a data science project is preparing data, and the AI Cloud platform has solved that problem,” Rastogi said.

The solution narrows down models that may be the best fit. Plus, Citi may tap into hundreds of millions of models across all DataRobot customers.

“Ultimately, DataRobot AI Cloud makes data scientists 10 times more productive than they would otherwise be,” Rastogi added.

Rastogi looks forward to seeing what additional business value the platform can help Citi unlock.

“What’s really exciting about the future of DataRobot AI Cloud is how it can impact revenue, cost, and ultimately risk and compliance for a financial company,” Rastogi said.



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