

Dept of Industrial & Systems Engineering, NUS, Singapore
&
IEEE Engineering Management Society, Singapore Chapter

JOINT SEMINAR

on

Managing Credit Lines and Prices

Speaker: Dr H Wang, Chase Card Services, USA

Date: 22 November 2005 (Tuesday)

Time: 14:30 p.m. to 15:30 pm.

Venue: EA-06-03, Faculty of Engineering, NUS

Abstract: We present a method for managing the characteristics of a bank's card holder portfolio in an optimal manner. PORTICO (portfolio control and optimization) system has been designed and developed by using Markov decision processes (MDP) to select price points and credit lines for each card holder that maximize net present value (NPV) for the portfolio. In competitive benchmark tests over more than a year, the PORTICO model outperforms the bank's current method and may greatly increase annual profits.

Biography: Hui Wang received her Ph.D. in Industrial and Systems Engineering from the National University of Singapore. After a few years working in Singapore, she moved to US and has been an analyst with Chase Card Services for 5 years. She is currently a VP (team manager) in the Decision Science department of Chase Card Services, which applies modeling and optimization techniques (such as statistical modeling, Linear/integer programming, data mining) to a wide range of problems, including acquisitions targeting, portfolio risk management, and marketing offer determination.

Information: email: iseowlc@nus.edu.sg
Fax: 6777-1434