New Service Provides Statistically Significant Income Categories That Mirror US Census Data

The Yodlee Income Prediction Model uses consumers’ bank and/or credit card transactions to predict income with at least 90 percent accuracy. The model is built using several machine learning algorithms on a large set of consumer transactional data.

With the power to predict income shifts, users of this model can achieve greater understanding of market and customer behavior. By processing transactional data variables from typical US consumers, the algorithm forecasts income from past transactions in DDA and credit accounts.

Key Features of Income Prediction Analytics

- **Accurately Predict Income Category (as defined in the US Census) for Millions of Users** – Income data provided is over 90 percent accurate.
- **Easy Integration** – Yodlee Income Prediction Model is extremely flexible and easy to integrate with a financial institution’s existing framework.
- **Available In Real-Time or Batch Mode** – The model can be applied to transactions in real-time to forecast income category or can be executed in a batch mode, across millions of user transactions.
- **Target Programs or Applications to Specific Income Demographics** – Promote relevant offers to customers who can afford them.

To learn more, please contact an Envestnet | Yodlee sales representative.