

The Prosperity Path

Solving big financial challenges with data science solutions.

The American dream is becoming more elusive for many people. Can tools like AI, ML, and NLP help pave the path to prosperity?

START

The quest for prosperity is challenging for many Americans.



55% of Americans don't feel confident in managing their finances

78%

of Americans feel prosperity is currently out of reach

Financial inexperience is causing numerous problems:

intuit mint.
10,000,000
active users

With products like TurboTax and QuickBooks, Intuit works with an unrivaled dataset.

44% Don't have any money in a savings account

intuit quickbooks.
\$373 BILLION
in annual transactions on the platform

intuit turbotax.
65 MILLION
tax returns processed in 2018

ENTER DATA SCIENCE

Intuit uses data science to solve challenging financial problems.

45% Are living paycheck - to - paycheck

The data technologies we use:



22% starting a family

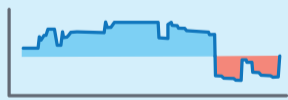
78% of Americans are postponing major life milestones including:

30% purchasing a home

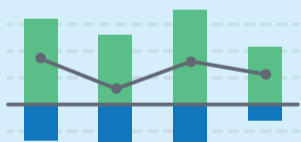
19% starting a business



ML analyzes financial data for small businesses' borrowing capabilities so customers can secure loans they may not have otherwise qualified for.*



Auto-categorizes **1 BILLION** transactions for small businesses, optimizing accuracy by 80%.*



AI-driven chatbot uses NLP to provide financial insights to customers.

- tax obligations
- expense tracking
- cash flow predictions
- profitability

FINISH

Power Prosperity for 50 million people.

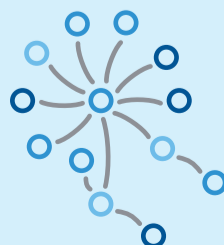
A shallow neural network

with OCR extracts information from document images and uploads the text.



TurboTax uses a rules-based knowledge engine

to explain the logic behind tax deductions.



Learn more at careers.intuit.com/data-science