

## FS Consulting Blog

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# Unleash the power of interconnected data with Graph Neural Networks.

**By enabling more accurate predictions and insights from complex data structures, Graph Neural Networks have the potential to revolutionize industries such as finance, healthcare, and marketing by improving decision-making processes and enhancing customer experiences.**

Graph Neural Networks (GNNs) are a powerful tool to analyze and understand complex interconnected data, ranging from physical and virtual networks. By utilizing pattern recognition, statistical analysis, and machine learning techniques, GNNs can efficiently process large-scale graph-based representations of data. GNNs offer three distinct learning tasks that can deliver valuable insights and prognoses using the graph-based representation of data: graph-level tasks, node-level tasks, and edge-level tasks. GNNs have already shown great potential in various industries, including fraud detection, financial credit risk prediction, and enhancing shopper recommendations in e-commerce. With GNNs, businesses can discover unexplored insights to solve complex problems and unlock endless possibilities.

We provide the full blog post in our [free PwC Plus registration area](#).

### Schlagwörter

[Artificial Intelligence \(AI\)](#), [Digitalisierung](#), [Kreditrisiken](#), [Risk Management Allgemein](#), [e-commerce](#)

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