
MATT DAVISON, Western University

Data Science Insights and financial models about the Financial Behaviour of Canadians

I will describe the Financial Wellness Lab of Canada together with three groups of insights we have obtained during the last few years. 1) I will describe a cluster-based quantification of the real and self-perceived financial status of Canadian families, obtained from a comprehensive repeated survey of a large number of Canadians. 2) I will present an analysis of a voluminous database containing the trading behaviour of all of the clients of a financial management firm which allows the comparison of actual risk taken by Canadian investors with their stated risk appetite. 3) The same database also allows an assessment of the relative value of savings behaviour and market decisions in the wealth building process, which is the third example. I close with some outlooks on next steps and projects for our lab. This is the work of many colleagues most notably Adam Metzler (Laurier) and Chuck Grace (Western) as well as many others to be named in the presentation.