2024 Summer Program
Data Analytics Team
EIB

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Introduction to Data Science and Advanced Analytics CIB Team

Who we are:

D&AA Department

Data Science Team

Customer Insights Team

What we do:

Data Science	
Project Detail	• Analyzing data to uncover patterns, and insights to support business in making data-driven decisions. • Aims to develop predictive and prescriptive models, and optimize processes.
Project Period	Medium - Long
Project Outcome	Ongoing process of continuous model development.

Customer Insights	
Project Detail	• Understanding customer behavior, preferences, and needs. • Aims to improve customer satisfaction, loyalty, and experience.
Project Period	Short - Medium
Project Outcome	An action plan that includes measurable impact of it

Introduction to Data Analytics

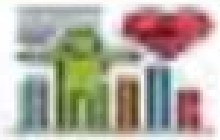
What is Data Analytics (the power of data)

Data Analytics is the process of examining data sets to draw conclusions and insights that help make informative decisions and improve outcomes

Fun Facts:

- Demand for data analysts and scientists rose by [illegible] since 2012.
- Netflix saves $1B per year with data analytics to personalize content and reduce churn.
- Google processes over 3.5B searches a day, and uses analytics to improve search algorithms.

Popular Use Cases

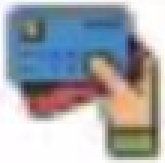
Sports Performance	Information Technology	Telecommunications
 Track statistics & prevent injuries	Detect suspicious activity & Predict system failures	Monitor customer activities & Tailor products

Importance of Data Analytics in Banking sector

Why Banks Need Data Analytics

Importance of Data Analytics in Banking sector

Role of Data Analytics in Retail Banking



Real-Life Success Stories of data analytics

Real-Life Success Stories of data analytics

Applications of data analytics - Campaign Targeting Optimization tool

Project Objective

Our Campaign Targeting Optimization Tool, predicts top potential customers who'd respond to a Campaign from the entire CB customer base through the use of an algorithm.

Results

When assessed versus a control group the campaign increased campaign response rates and decreased marketing costs by targeting only top potential

Real-Life Success Stories of data analytics

Applications of data analytics - Officers Performance Measurement Model

Project Objective

Our team created an alternative algorithm that assesses officers performance on other sales KPIs such as products usage and customer activity, rather than solely assessing them on sales targets.

Results

The model efficiently identified top achieving officers where we were able capture a persona for these officers and recommended actions to be taken to elevate other officers' performances.

Impact of Data Analytics on Market Leadership

Impact of Data Analytics on Market Leadership

Increased productivity
&
Profitability

Enhanced Customer
Acquisition & Retention

Competitive Advantage

Agility to adapt to changes