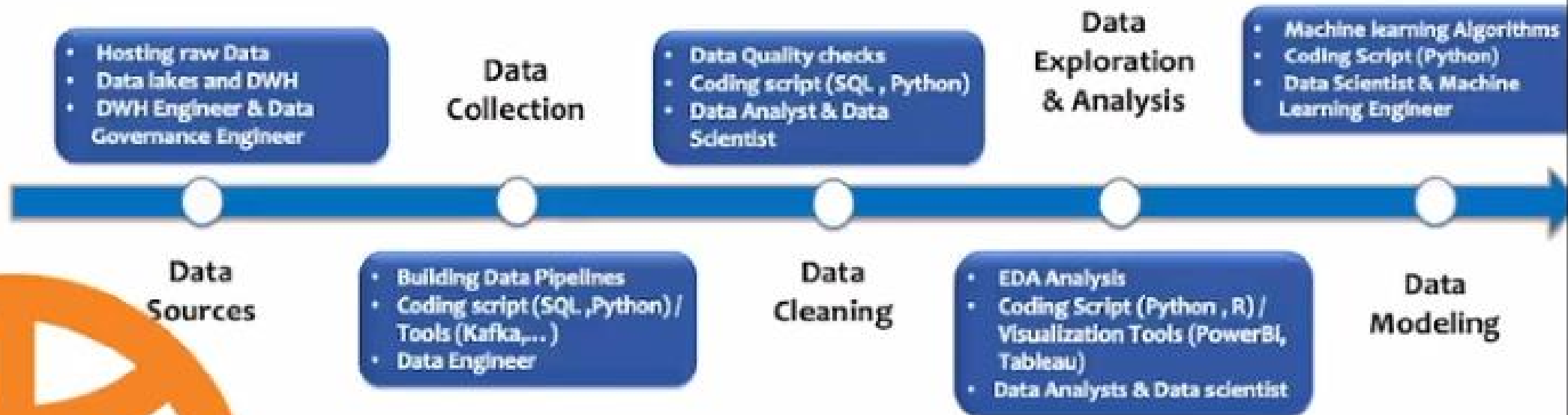


Introduction to Data Analytics

The Process of Data Analytics project





Importance of Data Analytics in Banking sector

Importance of Data Analytics in Banking sector

Enhancing Customer Experience



1

Targeted Marketing Campaigns

Using customer clustering techniques to ensure they receive relevant offers that truly meets their needs.



2

Customized Products Offers

Analyzing customer spending behavior and tailor personalized products and offers using advanced segmentation data analytics models



3

Enhanced Digital Banking Experience

Personalizing online and mobile banking experiences. For example, AI-powered chatbots can provide instant, tailored responses to customer queries by analyzing past interactions and preferences



Importance of Data Analytics in Banking sector

Role of Data Analytics in Retail Banking - Keeping Customers satisfied and Loyal



Monitoring Customer Activity and Satisfaction Levels

- **Tracking Behaviors** by monitoring customer transactions and tracking their activity levels so we can **Identify At-Risk Customers** such as decreased account engagement with bank services.



Preventing Customer Churn

- **Personalized Retention Plans** Once at-risk customers are identified, banks can implement personalized retention strategies. For example, offering exclusive benefits, personalized financial advice, or special promotions can re-engage customers and enhance their loyalty.



Real-Life Success Stories of data analytics

Applications of data analytics – NTB Income Imputation Project



Project Objective

- Building a data-driven income imputation methodology that could eliminate the need for income documentation for a segment of new-to-bank (NTB) customers using customer application data

Benefits

1. Accelerate new customer onboarding process
2. Higher product penetration, hence increased revenue.



Competition

The financial sector is shifting due to **Buy Now, Pay Later (BNPL) companies growing rapidly**, attracting many users, and taking a large part of the credit market from traditional banks.



Traditional Model

Getting credit traditionally required a **lot of paperwork and lengthy verification**, causing delays and frustration for customers needing quick and flexible financing.



Alternative Creditworthiness

BNPL companies have changed the game by developing **innovative solutions** to quickly and efficiently determine creditworthiness, bypassing old methods.



Real-Life Success Stories of data analytics

Applications of Data Analytics - Intelligent Product Recommendation Engine (IPRE)



Project Objective



Model Approach





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