Introduction to Data Analytics

The Process of Data Analytics project

- Hosting raw Data
- Data lakes and DWH
- DWH Engineer & Data Governance Engineer

Data Collection

- Data Quality checks
- Coding script (SQL, Python)
- Data Analyst & Data Scientist

Data Exploration & Analysis

- Machine learning Algorithms
- Coding Script (Python)
- Data Scientist & Machine Learning Engineer



- Building Data Pipelines
- Coding script (SQL ,Python) / Tools (Kafka,...)
- Data Engineer

Data Cleaning

- EDA Analysis
- Coding Script (Python, R) / Visualization Tools (PowerBl, Tableau)
- Data Analysts & Data scientist

Data Modeling



Importance of Data Analytics in Banking sector

Importance of Data Analytics in Banking sector

Enhancing Customer Experience



Targeted Marketing Campaigns

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



Customized Products
Offers

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



Enhanced Digital Banking Experience

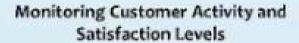
Personalizing online and mobile banking experiences. For example, Al-powered chatbots can provide instant, tailored responses to customer queries by analyzing past interactions and preferences



Importance of Data Analytics in Banking sector

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





 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

- 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.

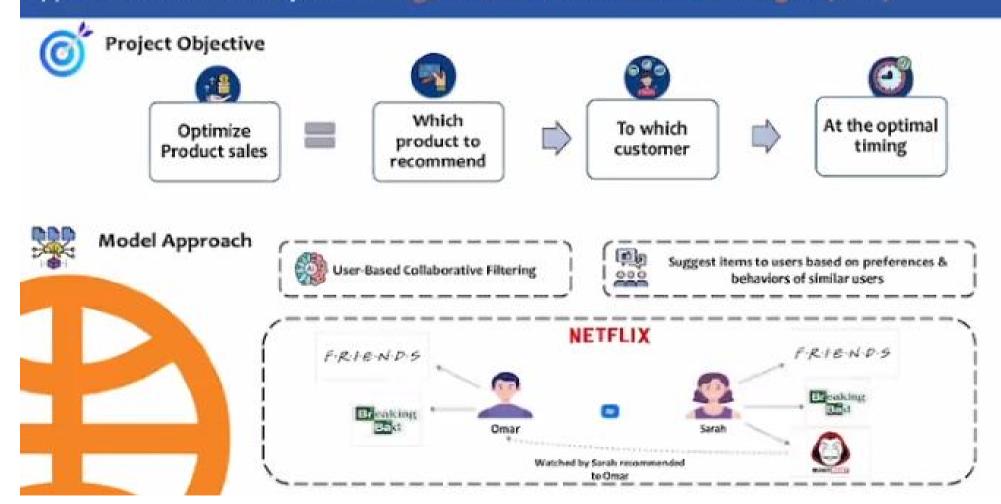


Alternative Creditworthiness

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 Recommandation Engine (IPRE)







CIB Summer Program 2024

Emerging Talent for the Future Workplace

- Phase to be a 3week online program targeting skills such as entrepreneurial spirit, digital literacy, and interpersonal skills.
- Students in their 1st and 2nd year to join a competition, while 3rd year students to join a one-week physical internship at CIB branches and departments.
- Content to include speakers from CIB and external guest speakers that are subject-matter-experts.
- Collaboration
 with international
 institutions in
 delivery of the
 content





Frankfurt School



Exam





Multiple certificates and a chance to be nominated to Phase 2

