



Retail Banking Analytics

A short course to familiarize you with banking products, services and application of analytics in Retail Banking

Duration : 24 Hrs

Learning Mode Available: Online | Classroom

from



K2 Analytics
Building Skills, Building Individuals

website : www.k2analytics.co.in

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Course Objectives

Application of analytics is widespread and BFSI domain is one such area where there is huge demand for analytics professionals. At K2 Analytics, we have designed this course by experts who were heading the Retail Banking Analytics practice. The course objective is to:

- Provide you an understanding of banking products and services
- Explain the function of Assets & Liabilities department
- Likewise, explain the role of Risk & Marketing functions
- Application of predictive models and scorecards in Retail Banking

Course Details

The training program covers the following aspects as part of the training

- Banking Overview
- Banking Products & Services
- Banking Channels
- Basic Finance Concepts
- Commonly used Retail Banking Jargons
- Customer One View (360° view of customer)
- Application of Analytics in Retail Banking
- Customer Lifetime Value concept
- Predictive Modeling using R Statistical Tool

Who Should Attend?

The course is specifically designed for professionals working in Business Intelligence / Business Analytics space and who wish to get finer exposure to Retail Banking domain and how analytics is applied in banking.

Graduate and Post-Graduate freshers with a curiosity to get banking and analytics domain knowledge may also apply for the course.

Course Content Details

Banking Overview

Types of Banks

Classification of Banking Business

Banks vs NBFCs

Key Entities involved in Banking

Retail Banking Products & Services

Liabilities

Assets

Cards

Mutual Funds

Insurance

Banking Channels

Various Banking Channels

Alternative Banking Channels

Cost of Servicing

Channel Migration

Basic Finance Concepts

Cashflow

Present Value

Future Value

Discount Rate

Net Present Value

Internal Rate of Return

Commonly Used Jargons

Different Types of Balance

*Posting Date, Transaction Date,
Value Date*

Various Fees & Charges

Credit Cards Jargons

Common Jargons used in Assets

Customer One View

What is Customer One View

Why you need Customer One View

How to Create Customer One View

Key Elements of Customer One View

Application of Analytics in Retail Banking

Customer Lifecycle Management

Marketing Analytics Solutions

Risk Analytics Solutions

Customer Lifetime Value Concept

Predictive Modeling using R Statistical Tool

Key Business Insights

Deriving Customer Behaviour

Insights from Customer One View

Hypothesis Creation and Validation

Customer Segmentation

Hands-on Model Development

What do you get from course?

- Training from industry expert.
- Hands-on experience
- Training Presentations and data files. Unlike videos, saving and referring presentations at later stage is very handy
- Attend the training sessions and you get Certificate of Participation
- Complete and submit all the graded assignments and you get Certificate of Completion

Instructor Contact Details

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For course registration visit us at <http://k2analytics.co.in/SpApp/courses>

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