

## DATA ANALYTICS FOR BANKING AND FINANCIAL SERVICES

### Programme Objective

Informed decision making is critical for any business. And whenever the question of informed decision making comes into picture, a number of aspects come to pass. These aspects are nothing but different components within and around the business scenario, which directly and indirectly affect the business decisions. Therefore, in order to take effective business decisions, one needs to closely observe the interaction between those aspects. The effectiveness of a decision largely depends on how one can understand the complexity of those interactions.

This programme will help the participants to bring data analytics in business decisions. By bringing forth innovation in the data analytics, this programme will help the participants in the credit appraisal and monitoring, risk management practices, portfolio management, investment decisions, and several other areas. In this programme, the participants will be exposed to the analytical tools, which are already gaining prominence among the international academic and industrial professionals.

### Content

Through this course, the participants will understand the different data types used in the decision making process, what are the different inherent errors in data, how to handle the errors, and how to interpret the association between a number of variables in different ways. After the lecture and demonstration on software, the participants will be given a hands-on experience on various datasets. It will not only increase their confidence, but also will help them to look at the various dimensions of a data-driven decision.

### Impact

- ◆ Understand the interaction between variables in a simpler and broader way
- ◆ Learn to identify significant impacts, which can be used for policy formulation and analysis essentially facilitating better governance.
- ◆ Understand the nonlinearity underlying the business decisions
- ◆ Develop non-linear models for effective decision making
- ◆ Make effective data-driven decision in credit appraisal and monitoring, risk management practices, portfolio management, investment decisions, and others.

### Participant Profile

- ◆ Banking and Financial Services professionals
- ◆ Research analysts
- ◆ Economists working with banks

### Programme Director

**Avik Sinha**

Dates : 24–28 July 2017

Fee : ₹ 54,000/-  
(US \$ 1840) +  
Applicable Service Tax