Kosovo Banking Association

Organized with: HOUSE OF TRAINING, ATTF LUXEMBOURG

Supported by: LUXEMBOURG AID & DEVELOPMENT

DATA ANALYTICS IN BANKING - FUNDAMENTALS

ONLINE TRAINING
Date: 04 October 2024

OBJECTIVES

The course "Data Analytics in Banking - Fundamentals" focuses on the application of data analytics techniques to the banking and financial services industry. In this course, participants will learn how to use various data analytics tools and techniques to analyze large datasets, extract insights, and inform business decisions in the banking sector.

PROGRAMME

Key items that will be addressed in this program (the below schedule is an indication and can be modified):

- **Risk management**: Data analytics can be used to identify and assess risks in the banking industry, including credit risk, market risk, and operational risk. Data analytics can help banks to better understand the sources of risk, assess the likelihood and impact of different risks, and develop strategies to mitigate or manage these risks.
- **Customer acquisition and retention**: Data analytics can be used to identify and target potential customers, understand their needs and preferences, and design personalized marketing campaigns to attract and retain customers. Data analytics can also be used to understand customer behavior and identify opportunities for cross-selling and upselling.
- **Fraud detection**: Data analytics can be used to detect and prevent fraudulent activities in the banking industry, such as credit card fraud, money laundering, and cyber-attacks. Data analytics can help banks to identify suspicious patterns of behavior and take appropriate action to prevent or mitigate losses.
- **Operational efficiency**: Data analytics can be used to identify inefficiencies and bottlenecks in banking processes and operations, and to develop strategies to optimize these processes. For example, data analytics can be used to identify opportunities to streamline processes, reduce errors, and improve customer service.
- **Product development**: Data analytics can be used to understand customer needs and preferences and to inform the development of new banking products and services. Data analytics can help banks to identify customer segments with unmet needs, assess the potential demand for new products and services, and design products that meet these needs.

TARGET GROUP

All functions within banks that have large amounts of data. Applicable to all companies from finance sector. Anyone interested in the subject.

LANGUAGE

A good command of English is required.

EXPERT

Peiman A. Sarvari (PhD) is an artificial intelligence expert and data scientist. Prof. Peiman is a Senior Fellow from UK's higher education academy and supervising MSc and PhD students' theses at Uni.lu. He has an outstanding background in data engineering, cloud computing, robotics, operations research, and computer simulation. He has successfully managed and fulfilled many projects on digitalization and platform design. He is also holding a Ph.D. in Industrial Engineering and a Post Doctorate on big data-driven modelling and simulation in Luxembourg. He is a certified AWS architect, SCADA and Apache Kafka developer. Currently, Peiman is coupling IIoT and AI for better industrial and banking performances! He designs state of the art data pipelines engaging the usages of mathematical optimizers to better design data-driven industrial and social communities.

PLACE, DURATION & DATES

1 session of 4 hours.
October 4th, 2024
From 9:00 to 13:00 (local) time

PLATFORM AND TECHNICAL REQUIREMENTS

This training course will be held on the online platform **Big Blue Button**.

To join the course, the participants are required to have:

- A stable internet connection
- A device (preferably a PC) with a well-functioning microphone and webcam (mandatory to ensure a proper interaction with the trainer and the other participants)

In addition, the participants are requested to check in advance with their IT department that the IT security policy in their work environment, such as firewalls, allows them to access the online platform with microphone and webcam without any issues.

REGISTRATION

Send your filled registration forms via email at KBA, or contact us at: kbatrainingcenter@bankassoc-kos.com or 038 246 171