AnalyticsLab Product Overview

AnalyticsLab is a training course designed to facilitate a deeper understanding of the use of analytics in the financial services industry. This introduces the various levels of complexity that can be utilized, ranging from basic descriptive analytics to more intricate prescriptive and optimization approaches.

The dynamic and interactive sessions will guide the participants to actively gain the basic knowledge to design analytical solutions that effectively address the objectives of the business. Attendees will learn about structuring analytical projects, formulating the problem and managing and manipulating big data through the understanding of sampling techniques and key validations.

Examples will be used to familiarize the audience with key design principles and choices of techniques. Finally, special focus will be placed on the presentation of results as well as the testing and implementation of the solutions obtained.

Target Audience

Credit risk analysts, data miners, scorecard developers, as well as marketing analysts and monitoring teams. As a prerequisite, participants should be familiar with the main concepts of managing data. Class size should range between 15-20 participants.

Three-Day Agenda

Day One	Day Two	Day Three
Analytical Project Steps	Analytical Design	Advanced Mathematical Techniques
Project Structure	Practical applications of business objectives	Presenting the results
Analytical Problem Formulation	Analysing data with Prescriptive Statistics	Best use of External Data
Choosing the right Technique	Overview of Tools available	Tracking and measuring ROI
Defining and Processing the Data extract	Data Preparation	Testing and Implementation
Data Validations	Predictive Modelling and Strategy Design	Common Analytical mistakes

Course Module Learning Objectives

Analytical Project Structure	• Understand the various steps required in any analysis • Define the optimal project team and their roles and responsibilities • Understand the involvement necessary by the business users and other stakeholders • Provide key improvements to the overall project management approach
Analytical Problem Formulation	• Evaluate business objectives • Define optimal time windows • Deal with development and implementation exclusions • Define effective Performance measures • Overview of most commonly used techniques • Choose the most appropriate technique for each business problem • Determine, measure and track ROI for the solution
Data definition	• Master the basic concepts of data extraction, processing and validation • Provide the data requirements for each type of analysis • Recognize the role of data quality in creating effective output and how different parts of the business impact this • Define the data validations that should be examined during the development and implementation phases to enhance the use of the analysis • Analyze how the tools can be used in the most cost effective manner which supports building a healthy portfolio
Analytical design	• Understand how to translate business objectives into a sound analytical design • Define the objective and parameters • Examine high level measures and investigations • Learn to trust relevant data • Gain an insight into pattern recognition • Interpret reports and outputs • Investigate predictive modelling and advanced techniques
Overview of tools	• Gain an understanding of tools available in the market and how to decide the best one to use
Presenting the results	• Examine different ways of presenting the data in a meaningful format • Determine best information arrangement based on audience • Utilise both numerical and visual aids to effectively convey main messages • Explore use of best language to convey results

Implementation and tracking	• Review the high level concepts associated testing of any solution • Understand how the implementation may constrain the overall analytical design • Gain an insight into the different systems utilized in the financial services industry