

# Training Notification Form, IIT Delhi

## Company Overview

<b>Name:</b>	Barclays
<b>Website:</b>	<a href="http://www.home.barclays">http://www.home.barclays</a>
<b>Company Type:</b>	Finance
<b>Description:</b>	Barclays is a British universal bank. We are diversified by business, by different types of customers and clients, and by geography. Our businesses include consumer banking and payments operations around the world, as well as a top-tier, full service, global corporate and investment bank, all of which are supported by our service company which provides technology, operations and functional services across the Group.

## Project Details

<b>Designation:</b>	Data Analytics - Intern
<b>Type:</b>	Finance
<b>Location:</b>	Noida
<b>Project Details:</b>	<p>Overall purpose of role</p> <p>Deliver hypothesis-driven analysis to investigate key business issues relating to Barclays customers, markets, products and channels, and use this insight to drive the wider Retail and Business Bank's agenda to create value for customers, colleagues, the community and the company</p> <p>Key Accountabilities</p> <ul style="list-style-type: none"><li>o Identify performance trends, customer behaviours and commercial opportunities and risks through application of quantitative analytical skills</li><li>o Undertake analysis to understand customer behaviour, product and financial performance to then help to maximise product performance, support product plans and drive key strategic initiatives with support from senior analytics colleagues.</li><li>o Contribute to the design, test and build of complex information across multiple decision engines to identify causal links between customer behaviour and business opportunities and performance</li><li>o Value added offers and services to customers to improve customer engagement</li><li>o Design and implement a Customer Life Cycle Management (CLCM) program to improve customer service &amp; brand experience, increase product penetration and control attrition</li><li>o Production of regular performance monitoring across all marketing campaigns</li><li>o Performance monitoring of models / scorecards</li><li>o Identification of enhancements within agreed parameters to optimise performance</li></ul> <p>Stakeholder Management and Leadership</p> <p>Engage with on-shore partners and business heads to execute analytics projects in line with business expectation</p>

#### Decision-making and Problem Solving

- o Takes a value-based approach to analysis, incorporating analysis of current and future value to understand the economic implications of decisions and align business objectives and resources
- o Actively seek out opportunities and issues which they can help solve that will drive value for Barclays
- o Has 'big picture' awareness; Considers the wider strategic objectives of Barclays when making recommendations
- o Ability to apply an 80/20 judgement to issues and focus effort on the areas with the highest business impact and materiality
- o Understands the value in speed to market and hitting committed deadlines; able to manage time effectively in order to deliver against tight timescales in spite of project challenges
- o Quickly gathers and analyses the right information, sorts complex issues. Seeks out diverse ideas to develop creative approaches to solve problems
- o Applies clear, logical structure to help break-down a problem; can structure issues / ideas into groups that are 'Mutually Exclusive, Collectively Exhaustive' (MECE)
- o Reaches actionable conclusions. Makes clear recommendations blending the best of data, experience, knowledge and judgement.
- o Uses a range of data sources (market research, third party, risk, operational, etc) to build a comprehensive view of customer behaviour and its effect on the business issue
- o Promotes stewardship, by building, sharing and applying a robust knowledge of key insights relating to macro trends, customer segments, product holdings and channel usage.

Risk and Control Objective [This section is mandatory for all role profiles and must not be deleted]

Ensure that all activities and duties are carried out in full compliance with regulatory requirements, Enterprise Wide Risk Management Framework and internal Barclays Policies and Policy Standards.

#### Person Specification

Extensive analytic experience preferably within financial services products/segments, digital or Telco.

#### Essential Skills/Basic Qualifications:

- o Extensive experience in marketing analytics for retail lending portfolio
- o Knowledge of retail financial services & products
- o Aptitude for using statistical programming languages
- o Awareness of the financial services industry
- o Knowledge of scorecard modelling techniques
- o Strong analytical, technical and/or statistical skills
- o Relevant experience in analytical industry
- o Strong tracking records in developing the best-in-class tools and models for large financial institutions
- o Strong analytical background, data driven, results orientated

#### Desirable skills/Preferred Qualifications:

- o Strong understanding of lending products from marketing, finance, risk and policy perspective
- o Proficiency in SAS and SQL, or other suitable statistical programming language
- o Knowledge of Credit Industry Product lines
- o Knowledge of portfolio and customer dynamics
- o Masters in Statistics, Mathematics, Economics ,operational research field, CA, Engineer, MBA

## Stipend Details

<b>Stipend:</b>	100,000 INR Per Month
<b>Accommodation:</b>	No
<b>Travel Expenses:</b>	No

## Selection Process

<b>Resume Shortlist:</b>	Yes
<b>Written Test:</b>	No
<b>Online Test:</b>	Yes
<b>Group Discussion:</b>	No
<b>Personal Interview:</b>	Yes
<b>No. of Offers:</b>	4

## Eligibility

<b>Diversity Recruiting:</b>	No
<b>Eligible Years:</b>	Graduating in 2025 (Pre-Final Year Students) - B.Tech / Dual / Master's
<b>Eligible Departments:</b>	B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Energy Engineering, B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing