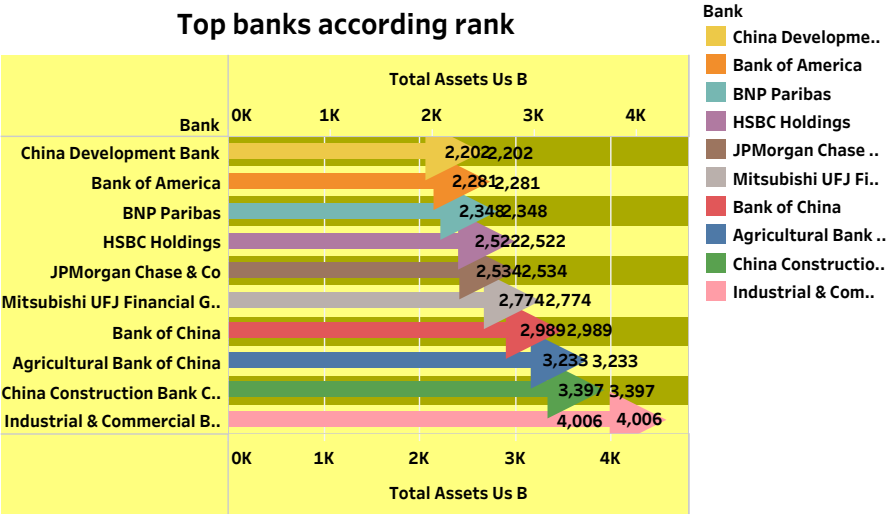


Story 1

The banking industry and consumers who utilize finance products generate an enormous amount of data on a daily basis. In addition, banking analytics has changed the way this information is processed, making it possible to identify trends and patterns, which can then be used to inform business decisions at scale. This data can be used to understand or recognize multiple customer patterns and can help to promote sales and marketing strategies in banking analytics



Word cloud to understand the assets of the banks

