DATA MANAGEMENT & GOVERNANCE COURSE

M2 EFREI 2023 - Final Project

efrei PARIS

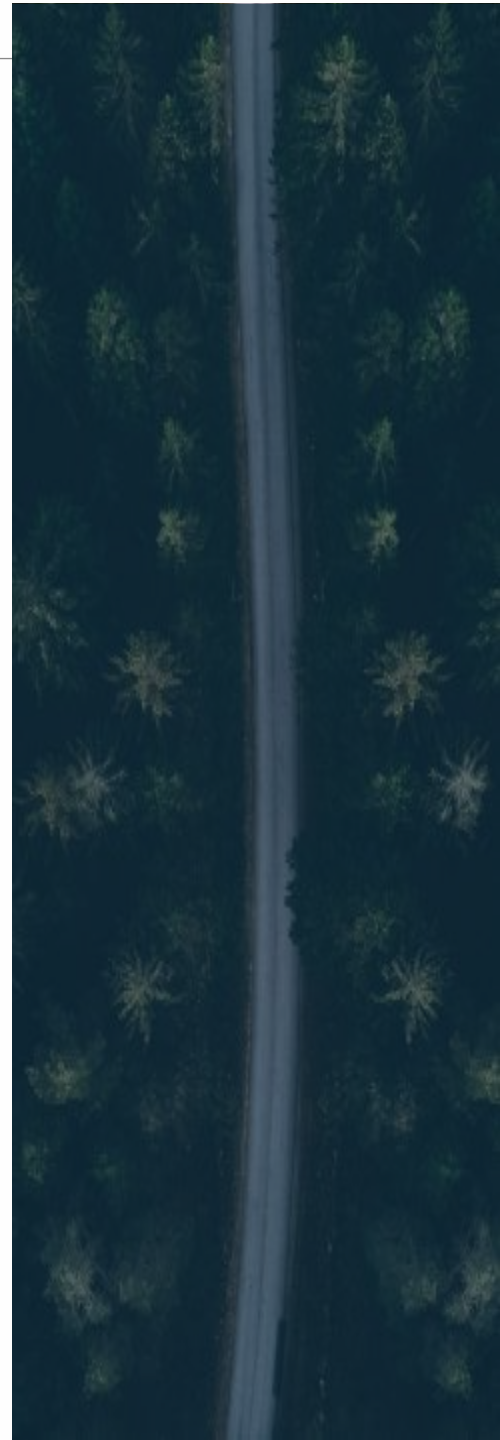By **Thierno-Mansour DIALLO**
Data Leader

FINAL PROJECT

Efrei bank is a banking firm with more than 50 years of existence. Originally created by 3 students in final year of finance that still run the company. As of today, the bank have more than 2000 employees. Each entity have a deputy chief executive officer who also is part of the executive board. The company's key branches are in silos :

- Human resources are responsible for managing all activities related to the employees.

- Marketing Services that are leading direction on the development of the mark Efrei Bank, also they should manage all the commercial part from the onboarding's of new clients to the finalization of contract.

- The bank possess also a finance direction that are leading & managing all company's finance and accountability related subjects.

- Finally, there is also an IT direction that oversee all digital and information systems related fields (digital, software, data, infrastructure, websites etc.)

Recently the company's three founding partners decided to change their strategy and the way Efrei bank is using his data. As a bank they propose different services as insurances, loans, investment solutions, retail services etc.

Last year Efrei bank lost more than a thousand of important costumers. Most of them are under 30 years old. Also, they were under their yearly expected growth in term of selling insurances to the seniors, also expending the loans on the real estate field etc.

FINAL PROJECT

Following this observation, the executive board decide to invest in a global transformation to change habits of the company regarding their actual and historical data.

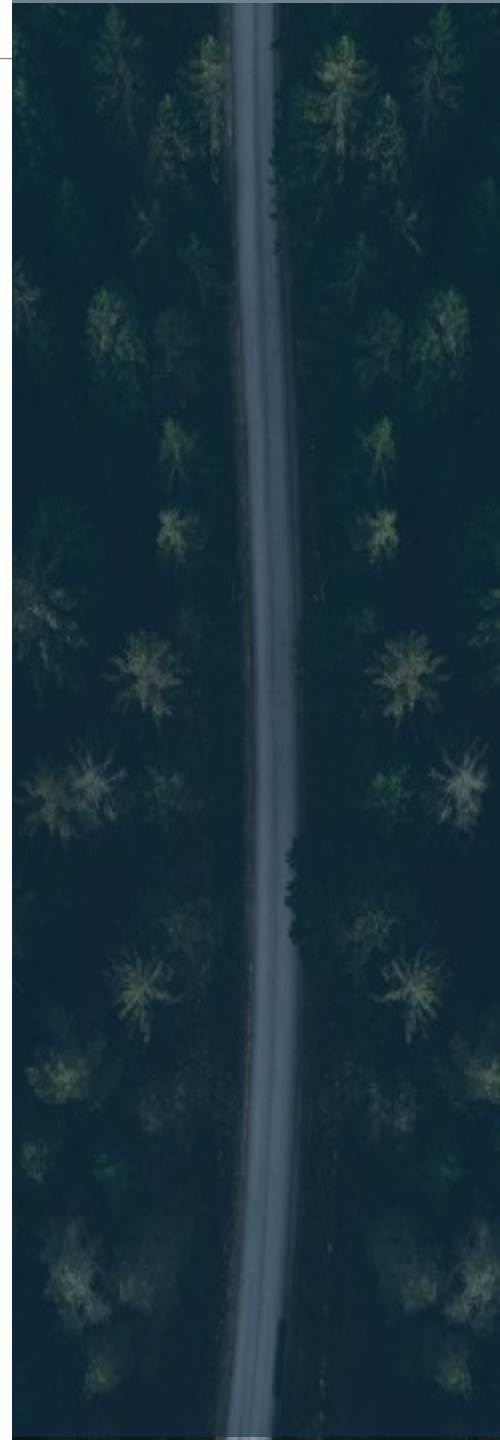In term of IT organization Efrei bank have :

- An ERP for human resources management from a provider that never share the generated data and how it is organized in their cloud.

- A website that shows all the bank's products also allows online subscriptions to Efrei bank services.

- Finance direction is using Excel files for their analyses and reporting.

- There are also different IT tools for securing the information system, mechanism to manage the existing data as local devices for monitoring.

Efrei bank has recently named a local chief data officer for each entity and an IT Data leader that centralize and is responsible for all data activities in term of IT part.

The **objectives** of Efrei bank this year are to reduce churn in his younger costumers, sell more real estate loans and insurances then open new offices in where relevant for business growth.

All these initiatives should be driven by the company's Data asset.

As the new Chief data officer and member of the executive board, you have the responsibility to transform Efrei Bank to become data driven bank.

QUESTIONS

1. **Question 1** :

   • Please formalize the **organizational chart** of the **Efrei bank** with existing data roles.

   • Based on to the tools used by Efrei Bank what are the most relevant kind of data platform that will support Data usages and valuation. Justify your choice.

2. **Question 2** :

   • Identify **5 key data roles** that will help you as a CDO to achieve the ambition of becoming data driven.

   • Describe their activities and responsibilities in **Efrei bank context and identify** tools that they will use in their everyday life **(Ex :** Data scientist: Developing models for business use in python with google collab)
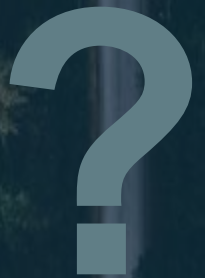
3. **Question 3** :

   • Define the **strategic reasons** that motivate Efrei Bank to become Data driven.

   • Also list the **difficulties** that could represent huge challenges for becoming a data driven bank, please bring propositions on what **data usage or use cases** will you deploy for the **business objectives**.

4. **Question 4** : We shared the data management wheel with **ten thematic** during the course:

   • **Choose 3 themes** that you think are relevant to start with, in the **case of Efrei bank**

   • **Identify the data domains** according to the type of manipulated data**.**

   • Identify and list a **minimum of three activities linked to the chosen themes** that you will set up as a CDO. You can list more than three if relevant.

5. **Question 5 :** Propose an architecture view from **data acquisition** to **Visualization** for a chosen use case in question 3 of the Efrei bank data. Explain your choices using (GCP, AWS or Azure platforms) in details

6. **Question 6 :** Imagine & propose relevant **KPIs** that helps **measure** data management **maturity into Efrei Bank**. Find **one KPI** for each **data management field**. (Example : number of existing business data models in Data modeling & Design)

INSTRUCTIONS

Instructions:

1. The final report of the project should be a **PDF file** and a **PPT file** for Presentation day with this file name : **[Group Number]_[PRJ_DE]**.

2. **Each student group** represent the data office team of Efrei Bank.

3. In the presentation make sure you have a slide with the **name** of **each member of the group**.

4. Put the file in the folder : **Deliverable 4** in Teams**.**

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