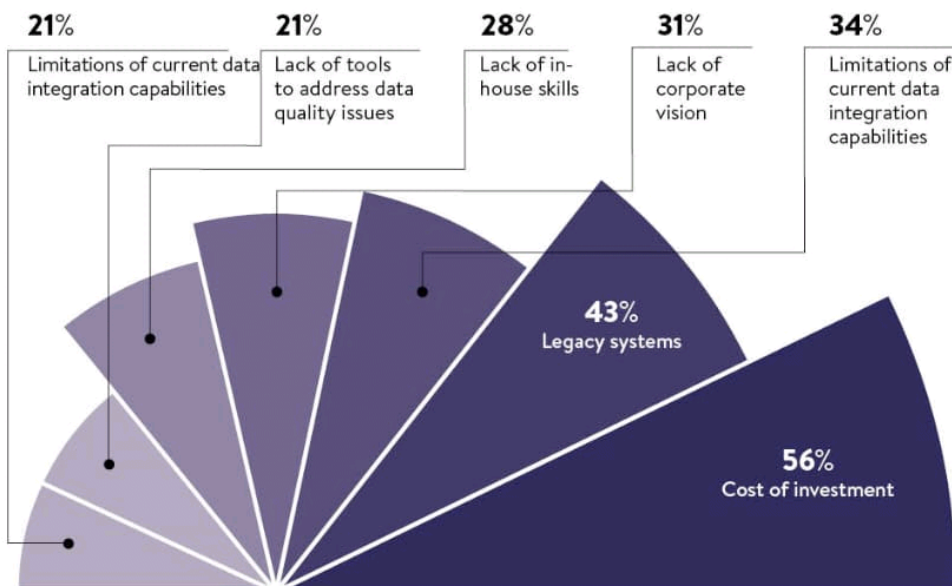
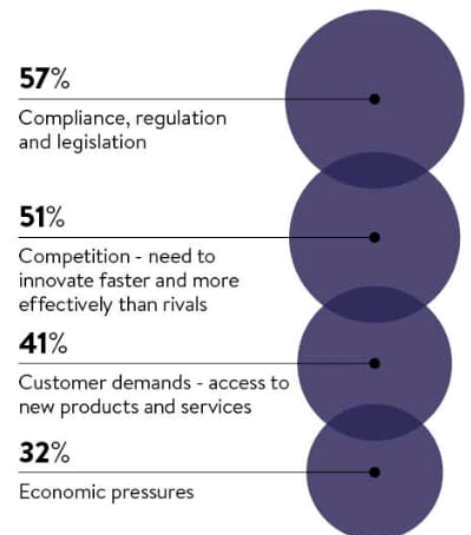


## MAIN BARRIERS TO ADOPTION OF BIG DATA IN BANKING



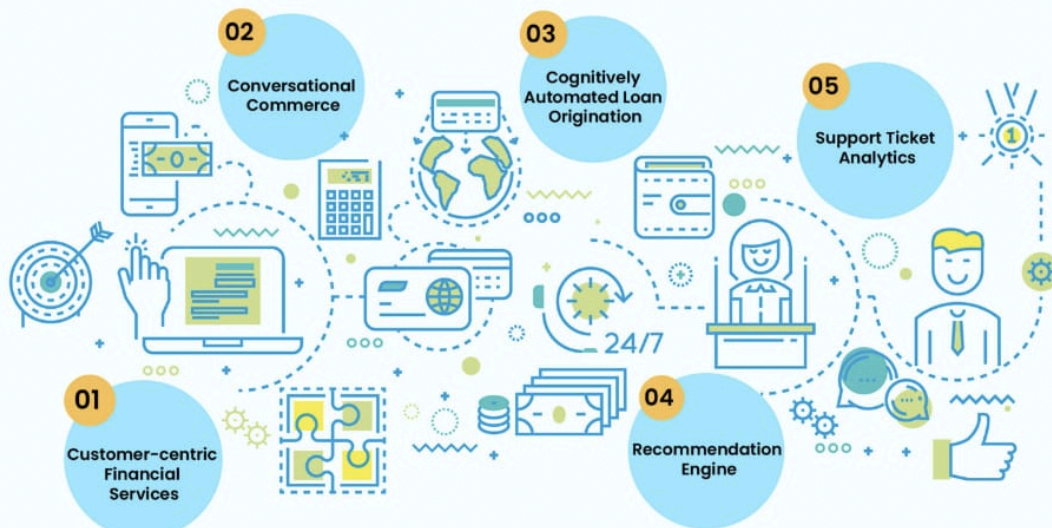
Survey of IT professionals and senior executives in UK banking

## EXTERNAL FACTORS MAKING BIG DATA PROJECTS MORE ESSENTIAL FOR BANKING



Source: Talend 2015

## 5 Data Analytics & AI Use Cases in Banking & Financial Services



# BANKING ANALYTICS

## Benefits of Advanced Analytics for the Banking World



### Advanced Analytics Solutions

Advanced analytics solutions for banking are highly comprehensive and include reporting, descriptive analytics, predictive analytics, and prescriptive analytics.



### Customer Analytics

Analytics allow financial institutions to target and engage customers using mobile apps, ATMs, and online banking and create highly customized products.



### Fraud Prevention

Analytics in banking helps to identify and prevent fraud by allowing for immediate and effective actions to be taken even before any fraudulent activity occurs.