Kiran Kumar Murthy asked: **“Alok, tell me specific data mining stories”.**

In my BofA project, I was asked to create reports on

1. Who are our highest Net worth clients. Give a list of high net worth clients in descending order of their assets in management with BOFA!
2. What is the performance of our various investment bankers from year to year
3. How have the assets under management of BOFA grown? Have they grown? Or have they shrunk?
4. Are our customers growing in numbers or are we losing out to other competitors?
5. What is the performance of our various mutual funds managers year to year
6. How did our mutual fund perform vis-à-vis the market performance
7. How did our mutual fun perform vis-à-vis other competitors
8. Report on the fees generated by our investment banking group towards our overall profitability

I had to mine for this information! I had to figure out where this data resides? How many databases are going to be involved in answering these questions. Does the data need to be scrubbed/cleansed/moved? Do states have to be merged so that we can give information not just based on states but group states by regions! This is all data mining! I, did all this!