**Banking** analytics, or applications of data mining in **banking**, **can help** improve how **banks** segment, target, acquire and retain customers. Additionally, improvements **to** risk management, customer understanding, risk and fraud enable **banks to** maintain and grow a more profitable customer base.

The banking industry is data-intensive with typically massive graveyards of unused and unappreciated ATM and credit processing data. As banks face increasing pressure to stay profitable, understanding customer needs and preferences becomes a critical success factor.

Through Data mining and advanced analytics techniques, banks are better equipped to manage market uncertainty, minimize fraud, and control exposure risk.