

# Internship Notification Form, IIT Delhi

## About Organisation

|                                     |   |
|-------------------------------------|---|
| <b>Name of Company:</b>             | Barclays  |
| <b>Date of Establishment:</b>       | 1990-12-31  |
| <b>Number of Employees:</b>         | 230000  |
| <b>Social Media Page Link:</b>      | <a href="https://in.linkedin.com/showcase/barclaysinindia/">https://in.linkedin.com/showcase/barclaysinindia/</a>                                       |
| <b>Website:</b>                     | <a href="https://www.barclays.in/career-at-barclays/career-at-barclays-india/">https://www.barclays.in/career-at-barclays/career-at-barclays-india/</a> |
| <b>Type of Organization:</b>        | MNC (Foreign Origin)  |
| <b>Location of Head office:</b>     | United Kingdom  |
| <b>Nature of Business:</b>          | Finance & Consulting  |
| <b>Other nature(s) of business:</b> | Other (Bank)  |

## Internship Profile

|                         |   |
|-------------------------|---|
| <b>Job Title:</b>       | BUK ACE Intern Explorer   |
| <b>Job Description:</b> | <p>Overall purpose of role<br/>Deliver hypothesis-driven analysis to investigate key business issues relating to Barclays customers, markets, products and channels, and use this insight to drive the wider Retail and Business Bank's agenda to create value for customers, colleagues, the community and the company</p> <p>Key Accountabilities</p> <ul style="list-style-type: none"><li>o Identify performance trends, customer behaviours and commercial opportunities and risks through application of quantitative analytical skills</li><li>o Undertake analysis to understand customer behaviour, product and financial performance to then help to maximise product performance, support product plans and drive key strategic initiatives with support from senior analytics colleagues.</li><li>o Contribute to the design, test and build of complex information across multiple decision engines to identify causal links between customer behaviour and business opportunities and performance</li><li>o Value added offers and services to customers to improve customer engagement</li><li>o Design and implement a Customer Life Cycle Management (CLCM) program to improve customer service &amp; brand experience, increase product penetration and control attrition</li><li>o Production of regular performance monitoring across all marketing campaigns</li><li>o Performance monitoring of models / scorecards</li></ul> |

- o Identification of enhancements within agreed parameters to optimise performance

#### Stakeholder Management and Leadership

Engage with on-shore partners and business heads to execute analytics projects in line with business expectation

#### Decision-making and Problem Solving

- o Takes a value-based approach to analysis, incorporating analysis of current and future value to understand the economic implications of decisions and align business objectives and resources
- o Actively seek out opportunities and issues which they can help solve that will drive value for Barclays
- o Has 'big picture' awareness; Considers the wider strategic objectives of Barclays when making recommendations
- o Ability to apply an 80/20 judgement to issues and focus effort on the areas with the highest business impact and materiality
- o Understands the value in speed to market and hitting committed deadlines; able to manage time effectively in order to deliver against tight timescales in spite of project challenges
- o Quickly gathers and analyses the right information, sorts complex issues. Seeks out diverse ideas to develop creative approaches to solve problems
- o Applies clear, logical structure to help break-down a problem; can structure issues / ideas into groups that are 'Mutually Exclusive, Collectively Exhaustive' (MECE)
- o Reaches actionable conclusions. Makes clear recommendations blending the best of data, experience, knowledge and judgement.
- o Uses a range of data sources (market research, third party, risk, operational, etc) to build a comprehensive view of customer behaviour and its effect on the business issue
- o Promotes stewardship, by building, sharing and applying a robust knowledge of key insights relating to macro trends, customer segments, product holdings and channel usage.

#### Person Specification

Extensive analytic experience preferably within financial services products/segments, digital or Telco.

#### Essential Skills/Basic Qualifications:

- o Extensive experience in marketing analytics for retail lending portfolio
- o Knowledge of retail financial services & products
- o Aptitude for using statistical programming languages
- o Awareness of the financial services industry
- o Knowledge of scorecard modelling techniques
- o Strong analytical, technical and/or statistical skills
- o Relevant experience in analytical industry
- o Strong tracking records in developing the best-in-class tools and models for large financial institutions
- o Strong analytical background, data driven, results orientated

#### Desirable skills/Preferred Qualifications:

- o Strong understanding of lending products from marketing, finance, risk and policy perspective
- o Proficiency in SAS and SQL, or other suitable statistical programming language
- o Knowledge of Credit Industry Product lines

o Knowledge of Credit Industry Product lines  
o Knowledge of portfolio and customer dynamics

|   |  |
|---|--|
| <b>Minimum No. of Hires:</b>                | 1  |
| <b>Expected No. of Hires:</b>               | 1  |
| <b>Location(s)/Place of Posting/Online:</b> | Noida  |
| <b>IP &amp; Copyright Norms:</b>            | as applicable per company policy.  |
| <b>Skillset:</b>                            | <p>Essential Skills/Basic Qualifications:</p> <ul style="list-style-type: none"> <li>o Extensive experience in marketing analytics for retail lending portfolio</li> <li>o Knowledge of retail financial services &amp; products</li> <li>o Aptitude for using statistical programming languages</li> <li>o Awareness of the financial services industry</li> <li>o Knowledge of scorecard modelling techniques</li> <li>o Strong analytical, technical and/or statistical skills</li> <li>o Relevant experience in analytical industry</li> <li>o Strong tracking records in developing the best-in-class tools and models for large financial institutions</li> <li>o Strong analytical background, data driven, results orientated</li> </ul> <p>Desirable skills/Preferred Qualifications:</p> <ul style="list-style-type: none"> <li>o Strong understanding of lending products from marketing, finance, risk and policy perspective</li> <li>o Proficiency in SAS and SQL, or other suitable statistical programming language</li> <li>o Knowledge of Credit Industry Product lines</li> <li>o Knowledge of portfolio and customer dynamics</li> </ul> |
| <b>Project Details:</b>                     | Barclays reserves all rights to change/modify details as per process   |
| <b>Students with backlog eligible:</b>      | No   |

## Selection Process

|  |        |
|--|--------|
| <b>Resume Shortlist:</b>                 | Yes    |
| <b>Mode of Selection:</b>                | Hybrid |
| <b>Resume shortlisting before test?:</b> | Yes    |
| <b>Test:</b>                             | Yes    |
| <b>Mode of Test:</b>                     | Online |
| <b>Test duration (minutes):</b>          | 120    |
| <b>Aptitude/Psycometric:</b>             | Yes    |
| <b>Technical:</b>                        | Yes    |
| <b>Group Discussion:</b>                 | No     |
| <b>Personal Interview:</b>               | Yes    |
| <b>Technical Round:</b>                  | Yes    |
| <b>HR Round:</b>                         | Yes    |
| <b>Medical Test:</b>                     | No     |

## Eligible Academic Programs

**Diversity Recruiting:** No

**Eligible Years:** Graduating in 2026 (Pre-Final Year Students) - B.Tech / Dual / Master's

**Eligible Departments:** B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Energy Engineering, B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering

## Stipend Details

**Stipend (per month) (In INR Per Month):** 100,000 INR Per Month

**Accommodation:** To and Fro flight tickets provided ; 15 calendar day accommodation if applicable under company policy. Barclays reserves right to change the relocation support as per company policy

**Provision of PPO based on performance?** Yes

**Tentative CTC for PPO select:** 1,593,000 (fixed) + retirals and bursary as applicable; actual numbers may vary will be confirmed on offer letter INR Per Annum