

## Citi Hong Kong - Placement Analyst (Data & Analytics)

### About the company

Citi Global Wealth Consumer Bank serves more than 110 million clients across the world. Our elite teams work at the forefront of technology, providing best-in-class solutions to consumers and small business. Powered by innovative minds, we continually seek to go far beyond expectations, consistently enhancing lives and the way people bank, to shape the future of global banking.

You will find Citi Consumer Bank strategically positioned in the world's top cities with the highest consumer banking growth potential, across all four of our global regions. We have the following primary business lines: Branded and Retail Services, Retail Banking and Wealth Management, Mortgage and Credit Cards. Together, they account for 2,300 branches, \$291 billion in deposits, \$300 billion in loans, and \$176 billion in assets under management. Citi Consumer Bank is the leading credit card issuer in the world, with more than \$175 billion in receivables across branded and private label cards.

### Internship Information

You can look forward to a 6 months full time working opportunity which begins with firm-wide orientation together with other placement analysts and summer analysts. The placement opportunity will enable you to grow quickly into positions of responsibility, we expect our placement analysts to perform as our full time employees, involve in different data or machine learning projects implementation, and leverage the power of data to improve customer experience through analysis to ideation on implementation.

**Name of Department(s) offering internship positions:**

**Data & Analytics, Global Consumer Bank**

**Internship Duration: 6 months**

**Internship Period: Start in Jun 2023/ Jan 2024**

### Intern's Job Description

#### Job Duties:

- Develop predictive analytical exercises to forecast customer behavior and anticipate business impact
- Identify and quantify optimization opportunities like next best offers/actions through the development of statistical/data modeling.
- Assemble, analyze and build analytical model to help business strategizing different sales initiatives, across all Consumer Banking products within the bank
- Establish and deploy appropriate data models to test and support dynamic business growth
- Conduct analysis to identify the best pricing for products and for special marketing offers
- Support data-driven tactics/projects/statistical models through the customer lifecycle (acquisitions, activation, mitigation, anti-attrition, retention).
- Analyze business process and identifying automation opportunities and assess automation feasibility
- Continuously discover, evaluate and help implement new and emerging technologies to help maximize business efficiency

#### Requirements:

##### (A) Education Background:

Undergraduate / Postgraduate students graduating in Dec 2024 – Jun 2025, with minimum CGPA of 3.2/ 4.0

##### (B) Discipline Preferred:

Bachelor degree or above in Computer Science, Data Science, Economics, Business Administration with expertise in Business Intelligence, Big Data and/or Analytics, Predictive modeling and data manipulation/extraction from huge / complex databases using SAS / SQL/ R/ Hadoop are required (SAS hands-on experience is a must and R/Hadoop experience is much preferred.)

##### (C) Attributes:

- Strong analytical aptitude, attention to detail and logical reasoning ability
- Strong presentation and communication skills
- Strong process/project management skills

##### (D) Language Proficiency:

- Good command of written and spoken English
- Good command of written Chinese, spoken Cantonese and /or Mandarin

### What you should not miss out

The FinTech revolution is about much more than a changing tech stack. At the heart of the transformation is the way institutions communicate with clients. For a bank this requires rebooting the channels that it uses for client engagement, the storytelling and language in its messaging, and the ability to demonstrate a genuine relevance to their needs. While startups have had the lead in developing besting practices, this is an opportunity to use Citi's vast client network to continue to innovate at scale. This is central to our digital transformation and so the role will have significant exposure to senior management to guide them in how to communicate authentically with digital natives. Keep calm and take your first steps to becoming a FinTech KOL.

This is a quick pass into our 2024 Global Consumer Bank Summer Analyst Program, which eventually serves as the entry ticket of our 2025 GCB Full Time Analyst Program.