

L B G D A I N C U B A T I O N

**YOUR WEEKLY SCHEDULE**



# PRE INCUBATION PROGRAM START

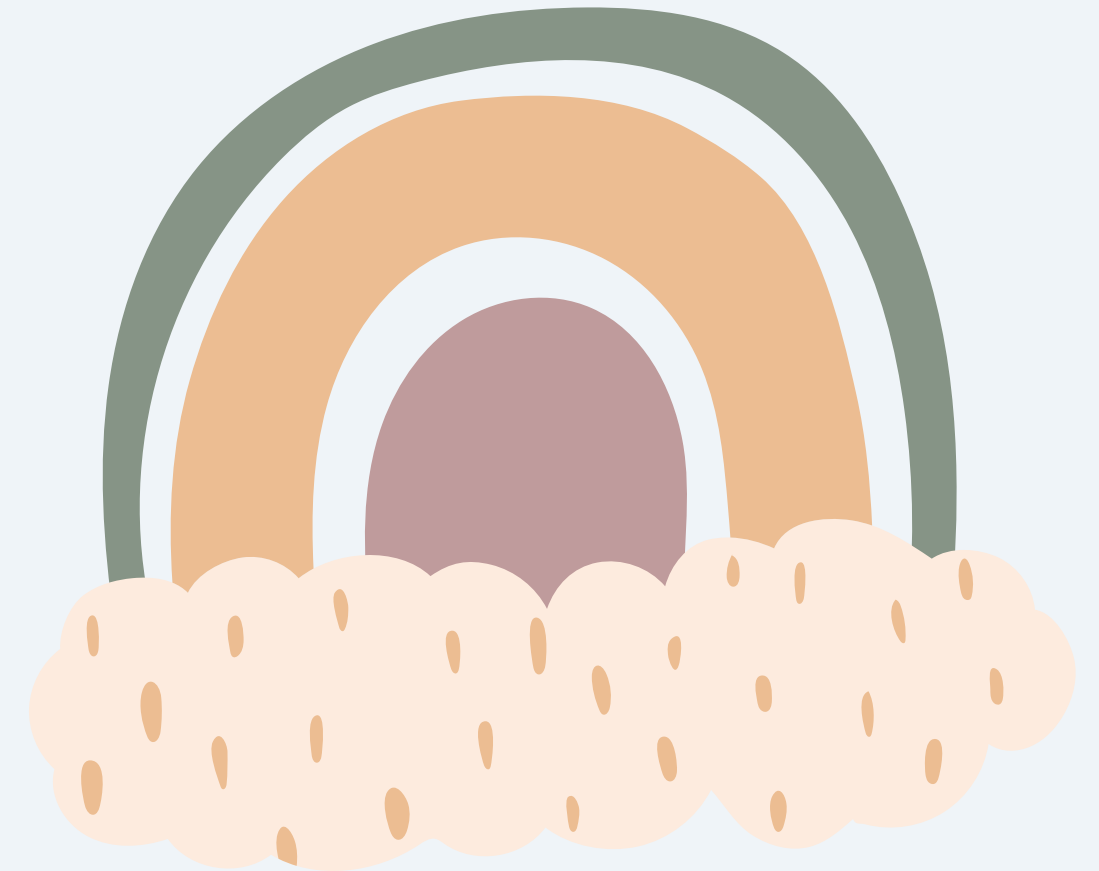
## SOFT SKILLS AND PREPARATION

### Soft Skills: Guided workshop

- Essential soft skills for incubation program

### Self-paced learning: learning path on QA's Cloud Academy platform

- Working methods : Agile + SCRUM
- prepare for first sprint
  - Segmentation & targeting
  - Consumer centricity
  - Python data visualisation
  - Binary classification models refresher





# SPRINT WEEKLY SCHEDULE DETAIL

## <Scenario outline>

**<DATE>** Each weekday is dedicated to progress on your SPRINT goals  
You will have a daily standup call at the start of the day to share:

- What you completed yesterday
- What you plan to do today
- What blocks, if any, you have

## + Notes

At end of each 2 week sprint block there is a structured group session  
Thursdays are typically LBG internal days (except easter week)  
You have a full week break between sprint 2 and sprint 3 - use this time to identify skills you need to develop, reflect on and update your portfolio





# SPRINT 1

## CUSTOMER REQUIREMENTS & SEGMENTATION

**Scenario:** Requirements received from Marketing Team to visualise direct marketing campaign results and apply customer segmentation

- Tableau Segmentation Dashboard
- User Guide for dashboard
- Customer personas

**Development of Scenario:** Flag each customer as receptive or not

- Python - Classification model
- Embed python and results into PowerBI report
- Summary report





# SPRINT 1 WEEK 1 SCHEDULE

## CUSTOMER REQUIREMENTS & SEGMENTATION

**Scenario:** Requirements received from Marketing Team to visualise direct marketing campaign results and apply customer segmentation

- Tableau Segmentation Dashboard
- User Guide for dashboard
- Customer personas

**Monday 4/3** SPRINT

**Tuesday 5/3** SPRINT

**Wednesday 6/3** SPRINT

**Thursday 7/3** LBG INTERNAL

On Thursdays, Lloyds will lead activities to support your development; will include opportunities to shadow colleagues, attend 1on1s with Berenika to discuss and update your skills portfolio

**Friday 8/3** SPRINT + Peer Review session

In this session you will meet with a classmate to share your dashboards, giving constructive feedback so that each of you can iterate and improve





# SPRINT 1 WEEK 2 SCHEDULE

## CUSTOMER REQUIREMENTS & SEGMENTATION

**Development of Scenario:** Flag each customer as receptive or not

- Python - Classification model
- Embed python and results into PowerBI report
- Summary report

**Monday 11/3** SPRINT

**Tuesday 12/3** SPRINT

**Wednesday 13/3** SPRINT

**Thursday 14/3** LBG INTERNAL

**Friday 15/3** SPRINT + Sprint wrap meeting

This meeting is about the process, rather than the product. Your instructor will want to know what the challenges were and how you handled them





## **SPRINT 2**

# DATA INTEGRATION AND SENTIMENT ANALYSIS

**Scenario:** Operations director requires CRM tables to be integrated into relational database

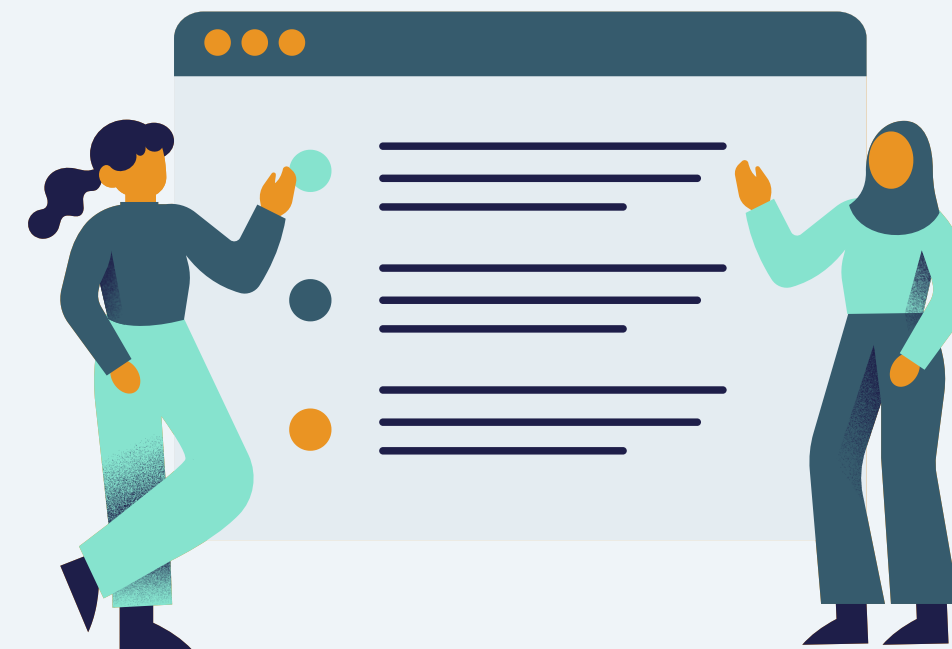
- Database modelling in SQL
- Validation of data & technical report

**Development of Scenario:** Branch Analysis strategic input

- Branch Analytical Report and Video

**Development of Scenario :** NLP Sentiment and Topic Analysis in CRM data

- Jupyter notebook with NLP libraries





# SPRINT 2 WEEK 1 SCHEDULE

## DATA INTEGRATION AND SENTIMENT ANALYSIS

**Scenario:** Operations director requires CRM tables to be integrated into relational database

- Database modelling in SQL
- Validation of data & technical report

**Development of Scenario:** Branch Analysis strategic input

- Branch Analytical Report and Video

**Monday 18/3** SPRINT

**Tuesday 19/3** SPRINT

**Wednesday 20/3** SPRINT

**Thursday 21/3** LBG INTERNAL

**Friday 22/3** SPRINT







# SPRINT 2 WEEK 2 SCHEDULE

## DATA INTEGRATION AND SENTIMENT ANALYSIS

**Development of Scenario** : NLP Sentiment and Topic Analysis in CRM data

- Jupyter notebook with NLP libraries

**Monday 25/3** SPRINT

**Tuesday 26/3** SPRINT

**Wednesday 27/3** SPRINT

**Thursday 28/3** SPRINT + Round Table

The round table is a chance for you to tie up the sprint by reflecting on what you collectively aimed to achieve, how relevant are your findings to the business scenario and what would be the next steps. At a round table the cohort will learn from each other by swapping techniques and workarounds

--FOLLOWED BY EASTER BREAK--





## SPRINT 3

# FRAUD PREVENTION AND FORECASTING WITH GCP AI

**Scenario:** Markets and Finance team request two projects on the Transactions table.  
Look at fraudulent transaction flagging first.

- Competition / Hackathon with Fraud Prediction model in Python, Pandas, SciKitLearn
- Trainer has validation data for model scoring

**Development of Scenario:** develop capacity for forecasting future transactions

- Time Series Analysis and Forecasting with Python, Prophet, StatsModels
- Deploy to GCP Cloud Storage/ Cloud SQL with AI services





# SPRINT 3 WEEK 1 SCHEDULE

## FRAUD PREVENTION AND FORECASTING WITH GCP AI

**Scenario:** Markets and Finance team request two projects on the Transactions table.  
Look at fraudulent transaction flagging first.

- Competition / Hackathon with Fraud Prediction model in Python, Pandas, SciKitLearn
- Trainer has validation data for model scoring

**Development of Scenario:** develop capacity for forecasting future transactions

- Time Series Analysis and Forecasting with Python, Prophet, StatsModels
- Deploy to GCP Cloud Storage/ Cloud SQL with AI services

**Monday 8/4** SPRINT

**Tuesday 9/4** SPRINT

**Wednesday 10/4** MOP UP DAY

Use this time to iterate on any previous deliverable

**Thursday 11/4** LBG INTERNAL

**Friday 12/4** SPRINT





# SPRINT 3 WEEK 2 SCHEDULE

## FRAUD PREVENTION AND FORECASTING WITH GCP AI

**Scenario:** Markets and Finance team request two projects on the Transactions table.

Look at fraudulent transaction flagging first.

- Competition / Hackathon with Fraud Prediction model in Python, Pandas, SciKitLearn
- Trainer has validation data for model scoring

**Development of Scenario:** develop capacity for forecasting future transactions

- Time Series Analysis and Forecasting with Python, Prophet, StatsModels
- Deploy to GCP Cloud Storage/ Cloud SQL with AI services

**Monday 15/4** SPRINT

**Tuesday 16/4** SPRINT

**Wednesday 17/4** SPRINT

**Thursday 18/4** LBG INTERNAL

**Friday 19/4** SPRINT + Sprint Post Mortem

This meeting seeks to consider what you would do differently if you started this sprint again, armed with what you now know





## **SPRINT 4:** BIG QUERY AND GROWTH OPPORTUNITIES

**Scenario:** Product manager wants to discover growth opportunities and see insights from loan data of bank clients.

- SQL
- GCP Big Query
- Data Governance, Privacy and Documentation

**Scenario Development:** Discover growth opportunities for clients or products with E-Commerce Data

- Freedom to choose approach and tech stack
- Technical documentation presentation in small groups

**+Hiring manager - analyst scenario exercise**





# SPRINT 4 WEEK 1 SCHEDULE

## BIG QUERY AND GROWTH OPPORTUNITIES

**Scenario:** Product manager wants to discover growth opportunities and see insights from loan data of bank clients.

- SQL
- GCP Big Query
- Data Governance, Privacy and Documentation

**Monday 22/4** SPRINT

**Tuesday 23/4** SPRINT

**Wednesday 24/4** SPRINT

**Thursday 25/4** LBG INTERNAL

**Friday 26/4** SPRINT





# SPRINT 4 WEEK 2 SCHEDULE

## BIG QUERY AND GROWTH OPPORTUNITIES

**Scenario:** Product manager wants to discover growth opportunities for clients or products with E-Commerce Data

- Freedom to choose approach and tech stack
- Technical documentation presentation in small groups

**Monday 29/4** SPRINT

**Tuesday 30/4** SPRINT

**Wednesday 1/5** SPRINT

**Thursday 2/5** LBG INTERNAL

**Friday 3/5** SPRINT + hiring manager - analyst scenario exercise

this exercise will see you role-play the analyst and hirer to talk through the projects you have worked on and competency based questions

--End of program + finalise your portfolio--



GOOD LUCK!