About Organisation

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

Internship Profile

Job Title: BUK ACE Intern Explorer

Job Description:

Overall purpose of role
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

Key Accountabilities
o Identify performance trends, customer behaviours and commercial opportunities and risks through application of quantitative analytical skills
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.
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
o Value added offers and services to customers to improve customer engagement
o Design and implement a Customer Life Cycle Management (CLCM) program to improve customer service & brand experience, increase product penetration and control attrition
o Production of regular performance monitoring across all marketing campaigns

o Performance monitoring of models / scorecards
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 portfolio and customer dynamics
Minimum No. of Hires:	1
Expected No. of Hires:	1
Location(s)/Place of Posting/Online:	Noida
IP & Copyright Norms:	as applicable per company policy.
Skillset:	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 portfolio and customer dynamics
Project Details:	Barclays reserves all rights to change/modify details as er process
Students with backlog eligible:	No

Selection Process

Resume Shortlist:	Yes
Mode of Selection:	Hybrid
Resume shortlisting before test?:	Yes
Test:	Yes
Mode of Test:	Online
Test duration (minutes):	120
Aptitude/Psycometric:	Yes
Technical:	Yes
Group Discussion:	No
Personal Interview:	Yes

Technical Round:	Yes
HR Round:	Yes
Medical Test:	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