Data Analytics in
Banking & Finance

What is a banking & finance data analytics?

Banking has always been considered a data heavy industry, thus analytics has the ability to redefine the playing field through data-driven decision making. According to Investopedia, data analytics is "the science of analyzing raw data in order to make conclusions about that information." Data Analytics can help businesses across different horizontals of the organization ranging from Marketing and Sales, Operations to HR management. A data-driven and evidence-based business model allows banks to better understand their customers, markets, competitors, and to better empower the workforce.

In addition, data analytics consolidates all the data and reports into a small amount of data. **Banking analytics is an asset to any institution and provides a wide range of benefits.**

How Banks Can Benefit from Data Analytics?

Data analysis has many advantages for both small and large financial institutions, including:

- Greater Automation and Optimization of Processes
- Early Detection of Market Trends and Changes
- Improve customer satisfaction and loyalty
- More Efficient Marketing and Sales
- Fraud Prevention
- Data quality management
- Credit risk analysis and management
- Gain a Complete View of Customers With Profiling

A promising career path

Data Analytics is one of the fastest growing fields today. The demand for skilled professionals will continue to grow exponentially in the upcoming years.

On the other hand, the shortage of skilled professionals in data science is huge.
Now is the time to upskill and enter the workforce as a **data analyst**.

153,900
Projected employment
in 2031

$98,230
The 2020 Entry Level
Median Salary

22%
Average growth demand
from 2020 to 2030

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Data Analytics Jobs in Banking & Finance

- Financial Analyst
- Data Analyst- Retail Banking
- Portfolio Quality Analyst
- Investment Banking Division - Reporting and Data Governance Analyst
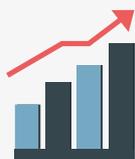- Banking and Treasury Analyst
- Loan Servicing Data Analyst

How can **Vijay Computer Academy** help?

If you are a **decision-maker in the finance and banking sector** and want to get an edge with better business decisions, then enroll today in VCA's Live Instructor-Led Online Data Analytics Bootcamp (270 hrs, 10 hrs/week, 27 weeks)

Python	Statistics	MS Excel	Databases	Power BI	Tableau

Take the Next Step Towards a High Paying Career!

At VCA, we believe that education is powerful and we are willing to offer it to anyone who wants it. **No degrees needed! No prior background, or IT experience is required**; just a willingness to learn and get a place in the high paying job market in short time. Our courses are open to individuals aged 16 and above **without any bias of gender, race, ethnicity or color**.

So, if you or your clients are **looking for a new career in IT ; or to diversify in IT or looking for a remote job; or are currently underemployed, unemployed or laid off and want to re-enter the workforce**, VCA has the right programs!

Even if they are looking to **change career at age of 40 or 50,** we are here to help!

Develop the skills you need to become an excellent data analyst!

Fill the inquiry form to find out more about VCA's Data Analytics Bootcamp and how it can equip you to succeed in today's data-driven world.

Join VCA for a free Data Analytics info session!

> REGISTER NOW

Workforce Scholarships available to cover up to 100% tuition of bootcamp.

SCAN ME

Reach out to us for further information!

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