

Course No. 1083

# Data Analytics for Banking

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**DIGITAL BANKING, FINTECH & AI  
FINANCE, INVESTMENT & BANKING**

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DURATION

**5 Days**

LOCATION

**Rabat, Morocco**

DELIVERY

**Classroom**

DATES

**11 – 15 Jan 2027**



## Scheduled Event Details

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|---------------|------------------|
| CITY          | Rabat, Morocco   |
| DATE          | 11 – 15 Jan 2027 |
| DELIVERY TYPE | Classroom        |
| COURSE FEE    | €4,300           |

## Course Overview

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Data Analytics for Banking is a comprehensive professional training course designed to equip banking professionals, financial analysts, managers, and decision-makers with the knowledge and practical capabilities required to transform banking data into strategic business intelligence. As financial institutions continue to accelerate digital transformation, data has become one of the most valuable assets for improving customer experience, strengthening risk management, enhancing operational efficiency, and supporting regulatory compliance. Organizations that successfully leverage analytics are better positioned to make informed decisions, identify emerging opportunities, and respond proactively to changing market conditions.

Modern banking generates vast volumes of structured and unstructured data from customer transactions, lending activities, payment systems, digital banking platforms, treasury operations, and regulatory reporting. Extracting meaningful insights from these data sources requires more than technical tools; it demands a structured analytical approach that aligns business objectives with data-driven decision-making. This course provides participants with practical methodologies for collecting, interpreting, visualizing, and communicating banking data to support strategic and operational performance.

Throughout the programme, participants will explore how data analytics contributes to key banking functions including retail banking, corporate banking, credit analysis, fraud detection, compliance monitoring, customer segmentation, profitability analysis, and performance measurement. Emphasis is placed on developing analytical thinking, selecting appropriate analytical techniques, and using business intelligence to improve decision quality across financial institutions.

The course also addresses governance considerations surrounding banking data, including data quality, privacy, regulatory expectations, and ethical use of analytics. Through practical exercises, case discussions, and real-world banking scenarios, participants will gain the confidence to interpret

analytical findings, communicate insights to stakeholders, and contribute to data-driven transformation initiatives within their organizations.

## Objectives

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- Analyze banking data to identify trends, patterns, risks, and business opportunities throughout the course using structured analytical methodologies.
- Develop practical frameworks for transforming raw banking data into meaningful management information and business intelligence.
- Evaluate key banking performance indicators and financial metrics to support evidence-based strategic and operational decisions.
- Apply descriptive, diagnostic, predictive, and prescriptive analytics techniques to common banking use cases.
- Design effective dashboards and data visualization approaches that communicate insights clearly to executives and operational teams.
- Improve customer segmentation, product analysis, and service performance using analytical techniques relevant to banking operations.
- Strengthen risk management capabilities through data-driven monitoring of credit, operational, and financial performance indicators.
- Implement best practices for banking data governance, data quality management, and regulatory reporting processes.
- Assess the business value of analytics initiatives and prioritize projects that deliver measurable organizational benefits.
- Align analytical activities with strategic objectives, regulatory expectations, and continuous improvement initiatives across banking functions.

## Who Should Attend

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This course is designed for banking professionals responsible for analyzing information, supporting business decisions, improving operational performance, and managing financial data. It is particularly valuable for professionals working in retail banking, corporate banking, commercial banking, treasury, finance, credit administration, lending, risk management, compliance, internal audit, operations, digital banking, customer experience, business intelligence, and strategy departments.

The programme is suitable for executives, department managers, banking analysts, financial analysts, business analysts, relationship managers, credit analysts, risk specialists, compliance officers, operational managers, performance management professionals, data governance specialists, digital transformation teams, and professionals involved in reporting and decision support. It is equally relevant for organizations seeking to strengthen their analytical capabilities and establish a more data-driven culture across banking operations.

Decision-makers responsible for strategic planning, performance improvement, customer growth, regulatory compliance, and operational excellence will also benefit from understanding how banking analytics can support sustainable growth, improve resource allocation, and enhance organizational performance.

## Learning Outcomes

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- By the end of this course, participants will be able to:
- Interpret banking data to support strategic and operational decision-making.
- Apply analytical techniques to evaluate customer, financial, operational, and risk-related information.
- Develop meaningful banking performance dashboards using appropriate key performance indicators.
- Identify trends, anomalies, and emerging risks through structured data analysis.
- Evaluate customer profitability, segmentation, and behavioral patterns using analytical frameworks.
- Improve lending, credit monitoring, and portfolio analysis through data-driven insights.
- Communicate analytical findings effectively to executives, managers, and stakeholders.
- Apply best practices for data governance, quality assurance, and regulatory compliance.
- Support digital transformation initiatives through practical business analytics capabilities.
- Develop action plans that integrate analytics into everyday banking processes and performance management.

## Course Outline

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### DAY 01

## Foundations of Data Analytics in Banking

- The strategic role of data analytics in modern banking
- Understanding banking data sources, structures, and information flows
- Types of banking analytics: descriptive, diagnostic, predictive, and prescriptive
- Data governance, quality management, privacy, and regulatory considerations

#### PRACTICAL APPLICATION

Mapping banking data sources and identifying business analytics opportunities

### DAY 02

## Banking Performance Analysis and Business Intelligence

- Key performance indicators for retail, corporate, and commercial banking
- Financial performance measurement and profitability analysis
- Customer analytics, segmentation, and behavioral insights
- Business intelligence tools, reporting techniques, and executive dashboards

#### PRACTICAL APPLICATION

Designing banking performance dashboards using business scenarios

### DAY 03

## Risk Analytics and Credit Intelligence

- Data analytics for credit risk assessment and portfolio monitoring
- Loan performance analysis and early warning indicators
- Fraud detection, anti-financial crime monitoring, and anomaly identification
- Operational risk analytics and regulatory reporting requirements

## DAY 03 — CONTINUED

**PRACTICAL APPLICATION**

Analyzing banking risk scenarios using analytical frameworks and case studies

**DAY 04****Advanced Banking Analytics and Decision Support**

- Predictive analytics applications in banking operations
- Customer lifetime value, cross-selling, and product performance analysis
- Analytics for operational efficiency and process optimization
- Data visualization techniques for executive decision-making

**PRACTICAL APPLICATION**

Building analytical models to support banking management decisions

**DAY 05****Implementing Data-Driven Banking Strategies**

- Developing an enterprise analytics strategy for financial institutions
- Managing analytics projects and organizational change
- Measuring the return on analytics initiatives and business performance improvements
- Building a data-driven culture across banking functions

**FINAL WORKSHOP**

Developing a practical Data Analytics for Banking implementation roadmap, executive action plan, and performance improvement strategy for participants' organizations



## **Register or Request More Information**

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Course page: <https://quest-training.com/courses/data-analytics-for-banking>

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