



February 21 – 22, 2019

# Programme on Using Analytics to Drive Profits

*Coordinators*

Dr Kaushik Mukerjee

Prof Ateeque Shaikh



National Institute of  
Bank Management  
Pune, India

# Programme on Using Analytics to Drive Profits

## Background

The current competitive environment coupled with the ever changing macro-environment in the banking sector has made profitability a challenge for the banks. It has become imperative for banks to take better decisions and focus on profitability despite the challenges. In order to drive profits and growth, analytics can be leveraged. This programme will focus on applications of analytics in different aspects of banking customer management, people management, risk management etc. The focus of the programme will be on elucidating the application of analytics for interpreting the bank's performance and helping managers take more well-informed decisions.

## Pedagogy

The programme pedagogy will involve interactive lectures and practical orientation through interaction with banking professionals.

## Target Group

Officials from Planning and Analytics Departments in Banks, Customer Service Departments, Officials in charge of analytics, digital and social media marketing team members

## Programme Highlights

- To develop an understanding to drive analytics capabilities in banks
- To help participants understand how to leverage analytics for better decision making in banking operations
- To provide insights into the way analytics can be used in marketing, HR, risk management etc.

## Content

- Developing analytical capabilities in terms of acquiring Data warehouse, CRM software and analytical software packages
- Hiring, recruiting and team building for developing analytics capabilities
- Use cases and application areas of analytics in the functional domain of customer management, people management and risk management.
- Using analytics for customer segmentation, cross-selling and targeted marketing campaigns

## Dates

February 21 – 22, 2019

The programme will commence at 9:00 am on February 21 and conclude by the evening of February 22, 2019. Participants are expected to reach the NIBM campus positively by the evening of February 20 and plan for their return journey after 5.00 pm on February 22, 2019.

## Venue

NIBM Campus, Kondhwe Khurd  
Pune, India.

## Accommodation

The programme is fully residential. Participants will be provided well-furnished single room AC accommodation in the Institute's hostel complex on the campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are, therefore, encouraged to bring appropriate clothes/gear.

## Programme Coordinators

Dr Kaushik Mukerjee  
Associate Professor

Prof Ateeque Shaikh  
Assistant Professor

(Strategic Planning, Marketing and Control  
Area Group)

## Last Date for Receiving Nominations:

February 11, 2019

## Last Date for Availing Early Bird Incentive of 5%:

February 6, 2019

(See fee structure on  
home page of the website)

## Nominations and Enquiries

Please address your enquiries and  
nominations to:

Dr Kaushik Mukerjee  
Dr Ateeque Shaikh

Programme Coordinators  
National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd  
Pune 411 048, India

Tel. : 0091-20-26716000 (EPABX)  
0091-20-26716339 (Direct)  
0091-20-26716115 (Direct)

Fax : 0091-20-26834478

E-mail : kaushikmukerjee@nibmindia.org  
a.shaikh@nibmindia.org

Website : www.nibmindia.org

## Programme Fee (per participant)

US \$ 1000 for foreign participant

(See fee structure on home page of the website for incentive)

	Fee	GST	Fee+GST	TDS
Member Banks :	16800	3024	19824	1680
Non-Member Banks :	21600	3888	25488	2160

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

### Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

### Mode of Payment for Foreign Participants

#### Mode of Remittance: SWIFT\*

1. Name & Address of our Bankers : Oriental Bank of Commerce  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India
2. Name of the Account : National Institute of Bank Management
3. NIBM's Bank Account No. : Current A/C 11281131004402  
with Oriental Bank of Commerce
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No. : 36152559  
with Correspondent Bank
6. Preferred currency : USD
7. Correspondent Bank : CITIBANK N.A.
8. Swift code for Citi Bank : CITIUS33

**\* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.**

**\*Payments will be accepted only through electronic mode.  
Cheques/DDs/Pay Orders will not be accepted.**

- For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.