

Aryabhatta College

Department of Management Studies
Webinar on: Analytics in the Financial Space

Sankalp, the Department of Management Studies of Aryabhatta College conducted a webinar on "Analytics in the Financial Space" with Ms. Puja Sethi, Vice President, Barclays, India, on Saturday, 3rd April 2021 from 12 Noon onwards.

The purpose of this session was to enrich fellow students about the importance of analytics in finance, at an early age, thus ensuring some value addition in their knowledge during this unfortunate lockdown period.

The session was inaugurated by Teacher- in-Charge of BMS Department, Dr. J.K. Singh and the welcome address for the guest was delivered by our Principal, Dr. Manoj Sinha.

As we moved ahead, students got a deep insight into;

1. Products that a bank offers. Taking an example of a credit card.
 - Marketing Analytics - Who should you give credit cards to?
Involves analysis of the consumer base. They try to leverage information available from external resources, e.g., CIBIL, like income, employment status, cards one holds, loans one has, how many times the person has enquired about the product etc. The main objective is to assimilate information to make business sense out of it.
 - What limit do you set?
Every bank has different threshold levels for different kinds of criteria. Once customers are taken onboard, analytics come in while deciding the credit limit.
2. Sources of revenues for banks:
 - Interests
 - Fees - Over limit fees
 - Discount/Merchant revenue - Fees on payment on every transaction at stores
3. Cost of banks:
 - Non-payment of dues
 - Expenses like logistics, technology, onboarding etc.
 - Frauds
4. $PBT = \text{Net interest} + \text{fees} - \text{frauds} - \text{overheads} - \text{delinquency}$



5. $PAT = PBT - Tax$
6. At every stage, PAT is calculated and decisions are made based on that.
7. Ways to identify fraud:
 - Place of transactions
 - Volume of transactions
 - Types of transactions
8. Software used in analytics:
 - SaaS
 - Assessing Big data - framework like Hadoop, languages like Python etc.

We got participation from 60+ students across different courses. The session was conducted on Google Meet for 1 hour. Overall, the session was filled with knowledge and value which could be seen in the appreciation we got post-session from participants.

The session ended with a Vote of thanks delivered by our Coordinator, Mrs. Cherry Arora. We would like to thank our Principal Sir, Dr. Manoj Sinha and Teacher in charge, Dr. J.K. Singh Sir for their immense guidance throughout the webinar planning process. The webinar wouldn't have been possible without their support.

Teacher in Charge: Dr. J.K. Singh

Organizer/Coordinator: Mrs. Cherry Arora

Student Coordinators: Yannish Bhandari & Aarjav Jain

Moderator: Khushi Singhal



