

Banking Analytics Solution

Banking Data Analytics on Microsoft Fabric

Banking Challenges and the Need for Unified Data Analytics

Banks face the challenge of managing large volumes of fragmented data across products, sales, risk, and fraud detection. Siloed systems hinder the ability to generate actionable insights, impacting operational efficiency, regulatory compliance, and customer satisfaction.

Proposed Solution: Banking Data Analytics on Microsoft Fabric

NeoStats introduces the Banking Data Analytics Solution, a comprehensive framework leveraging Microsoft Fabric pipelines to centralize banking data and deliver actionable insights through Power BI dashboards. This solution enables financial institutions to optimize operations, mitigate risks, and improve customer experiences by leveraging a unified data platform.

Key Features of the Banking Data Analytics Solution

1. Reusable Data Model:

- A pre-built, scalable data model tailored to banking operations.
- Covers critical metrics like product performance, sales, and risk management.

2. Microsoft Fabric Data Pipeline:

- Automated data processing powered by the Medallion Architecture.
- Structures data into Bronze, Silver, and Gold layers to ensure clean, reliable, and compliant analytics.

3. Power BI Dashboards:

- Real-time reporting on:
 - Product performance and sales metrics.
 - Campaign tracking and ROI analysis.
 - Risk portfolios and fraud detection.
 - Credit scorecard monitoring and compliance metrics.

4. Regulatory Compliance and Risk Insights:

- Enhance risk analysis and ensure adherence to banking regulations.
- Provides secure and compliant data handling for critical banking operations.

5. Customer-Centric Analytics:

- Enables deeper insights into customer segmentation, behavior, and preferences.
- Enhances customer experiences, loyalty, and retention through targeted strategies.



NEOSTATS

Lets Win with Data !!!!

BANKING MI

Product
Performance

Sales
Performance

Campaign
Tracking

Credit Scorecard
Monitoring

PQR Reporting

Fraud Analytics

Customer
Segmentation

Risk Portfolio
Insights

Cohort Analysis