Big Data for Banking & Finance
16 Aug 2014

SYMPOSIUM REPORT

Brindavan Campus

Department of **Management & Commerce**

'BIG DATA' FOR FINANCE

The world of 'Big Data' is changing the dynamics of doing business the world over. Analytics improves the efficacy of business decisions and enables to managers to zero in on the targets and hit the bulls eye more easily.
The symposium addressed understanding of the concepts of 'Big Data' and its implications on businesses, customers and other stakeholders. Emerging trends, challenges and adoption of big data was presented by the speakers and moderated through additional insights, observations, and questions & answers.
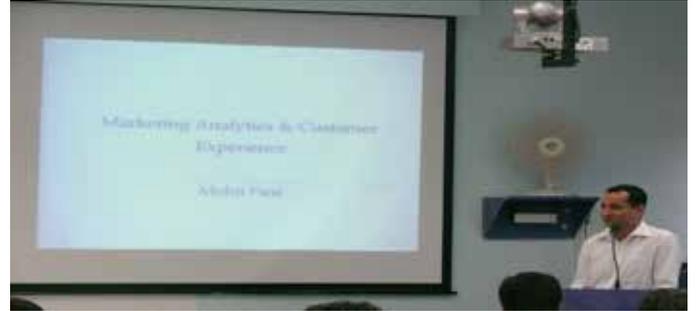
The symposium dwelt on the following themes:

» Introduction to the concept of Big Data and its growing relevance, Operationalising Big Data and its use in the world of financial services.

» Technologies and adoption: It discussed the different tools and techniques available for the financial services sector. It helped make comparisons among different trends and spends in the field.

» It examined 'Big Data' driven business strategy, business models, customer behaviour and market forces

» Customer engagement - how 'Big Data' and predictive analytics are changing and improving customer experience, service quality, sales marketing strategies among other functions

» Use of 'Big Data' for preventing fraud, managing risk and controlling behaviours.

» Societal impact of 'Big Data" - smart cities. inclusivity, privacy etc

Speakers at the symposium were:

» Mr. N T Arun Kumar, Managing Director, Group Corporate Services, UBS AG.

» Mr. V Lakshmikanth, CEO, Broadridge Financial Services India

» Mr. Sameer Dhanrajani, Business Leader, Cognizant Analytics, Cognizant Technology Solutions Ltd.

» Mr. Mohit Pant, Senior Lead, Marketing Analytics, Fidelity Investments

» Mr. Anand Premsundar, Senior Manager, Advanced Analytics, Accenture Financial Services