

AVP Machine Learning

Deliver hypothesis-driven analysis to investigate key business issues relating to Barclays customers, markets, products and channels, and use this insight to drive the wider Retail and Business Banks agenda to create value for customers, colleagues, the community and the company

What will you be doing?

- Identify performance trends, customer behaviours and commercial opportunities and risks through application of quantitative analytical skills
- Undertake analysis to understand customer behaviour, product and financial performance to then help to maximize product performance, support product plans and drive key strategic initiatives with support from senior analytics colleagues.
- Contribute to the design, test and build of complex information across multiple decision engines to identify causal links between customer behaviour and business opportunities and performance
- Develop and execute a comprehensive cross sell, retention and growth strategy for existing customers, both for assets & liabilities
- Increase awareness and market share for deposits through product/event led campaigns
- Value added offers and services to customers to improve customer engagement
- Design and implement a Customer Life Cycle Management (CLCM) program to improve customer service & brand experience, increase product penetration and control attrition

What were looking for:

- Awareness of the financial services industry
- Knowledge of scorecard modelling techniques
- Strong analytical, technical and/or statistical skills
- Min years of experience of relevant experience in analytical industry
- Strong tracking records in developing the best-in-class tools and models for large financial institutions
- Strong analytical background, data driven, results orientated
- Extensive experience in marketing analytics for retail lending portfolio
- Knowledge of retail financial services & products
- Aptitude for using statistical programming languages
- Ability to lead a team independently

Skills that will help you in the role:

- Strong understanding of lending products from marketing, finance, risk and policy perspective
- Proficiency in SAS and SQL, or other suitable statistical programming language
- Strong ability to train and execute
- Knowledge of Credit Industry Product lines
- Knowledge of portfolio and customer dynamics
- Masters in Statistics, Mathematics, Economics ,operational research field, CA, Engineer, MBA