



Analytics Bulgaria

CASE STUDY

Banking Data Model by Analytics Bulgaria



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Background

The bank needed to implement Banking Data Layer to serve as a single version of the truth, covering all key banking line of business, to be able to:

- Store historical information at a granular level
 - Provide a comprehensive dictionary that describes banking data elements
 - Maps all physical data structures to business terms
 - Be deployed in multiple databases, including SAS, Microsoft SQL Server, Oracle, etc
 - Supports a variety of business analytics for marketing, finance, risk and compliance, retail, etc
 - Accesses data from virtually any system in any form, including unstructured and semi structured data
 - Embed data quality into all processes
 - Handle data migration and synchronization federation projects
- Provide a dedicated GUI for profiling data and identifying and repairing source system issues, while retaining the business rules for later use in the ETL processes
 - To provide a web-based, interactive reporting interface for business users
 - To include query capabilities for all levels of users across multiple BI interfaces
 - To slice and dice multidimensional data using a special slicer dimension and by applying filters on any level of a hierarchy
 - To provide dynamic business visualization tools for interactive data exploration, visual queries and more.

Client

Top 3 international retail bank in Bulgaria (The Bank)

The challenge

- The Bank's different lines of business and departments/functions use their own systems, which results in scattered, inconsistent data.
- The Bank had to implement standardized Banking Data Model to be used by all LoBs

The Solution

SAS Banking Analytics Architecture was deployed to provide consistent, single source of data for risk, regulatory compliance, retail, marketing, and fact-based decision making.