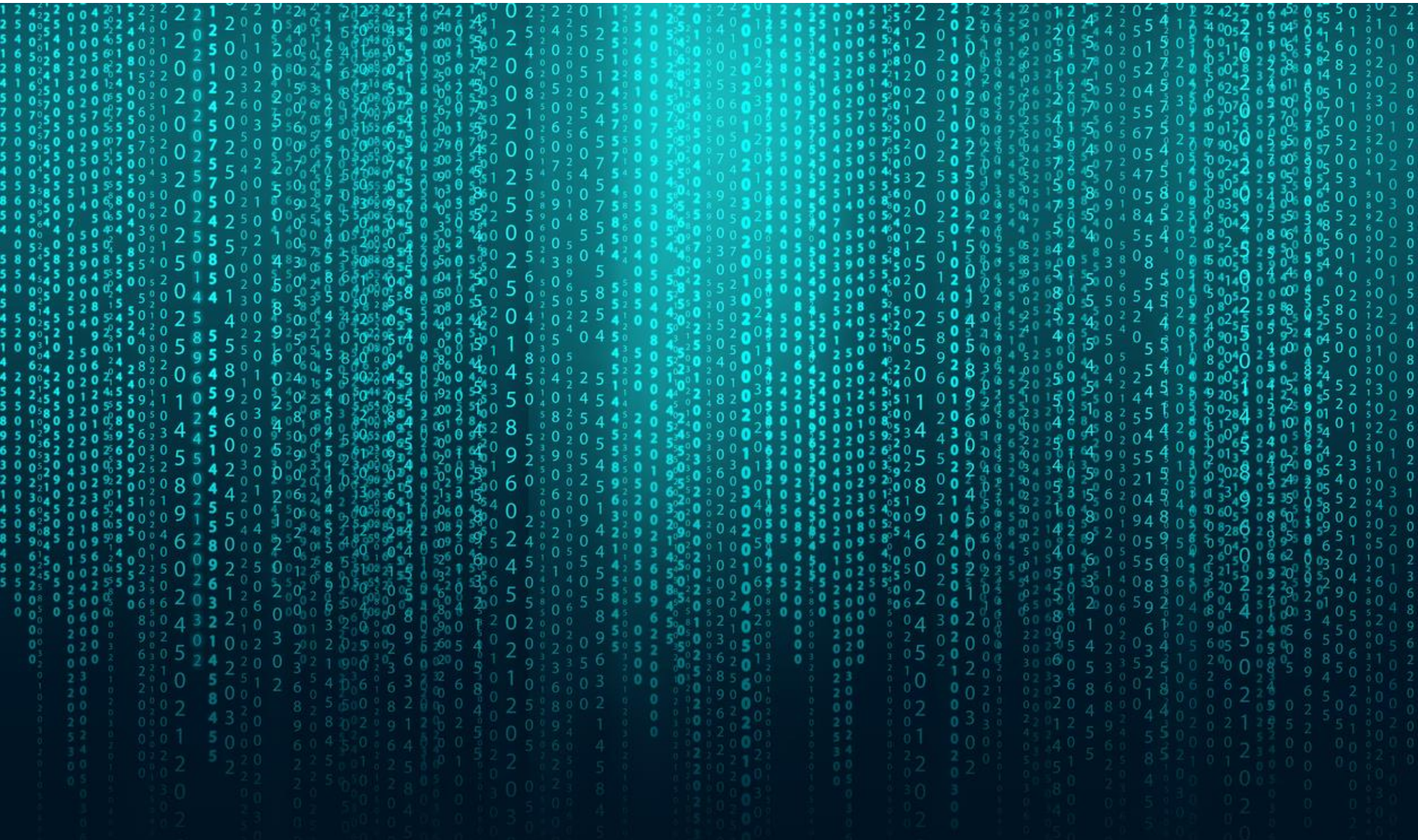

Harnessing the Power of Data

Claire Thompson

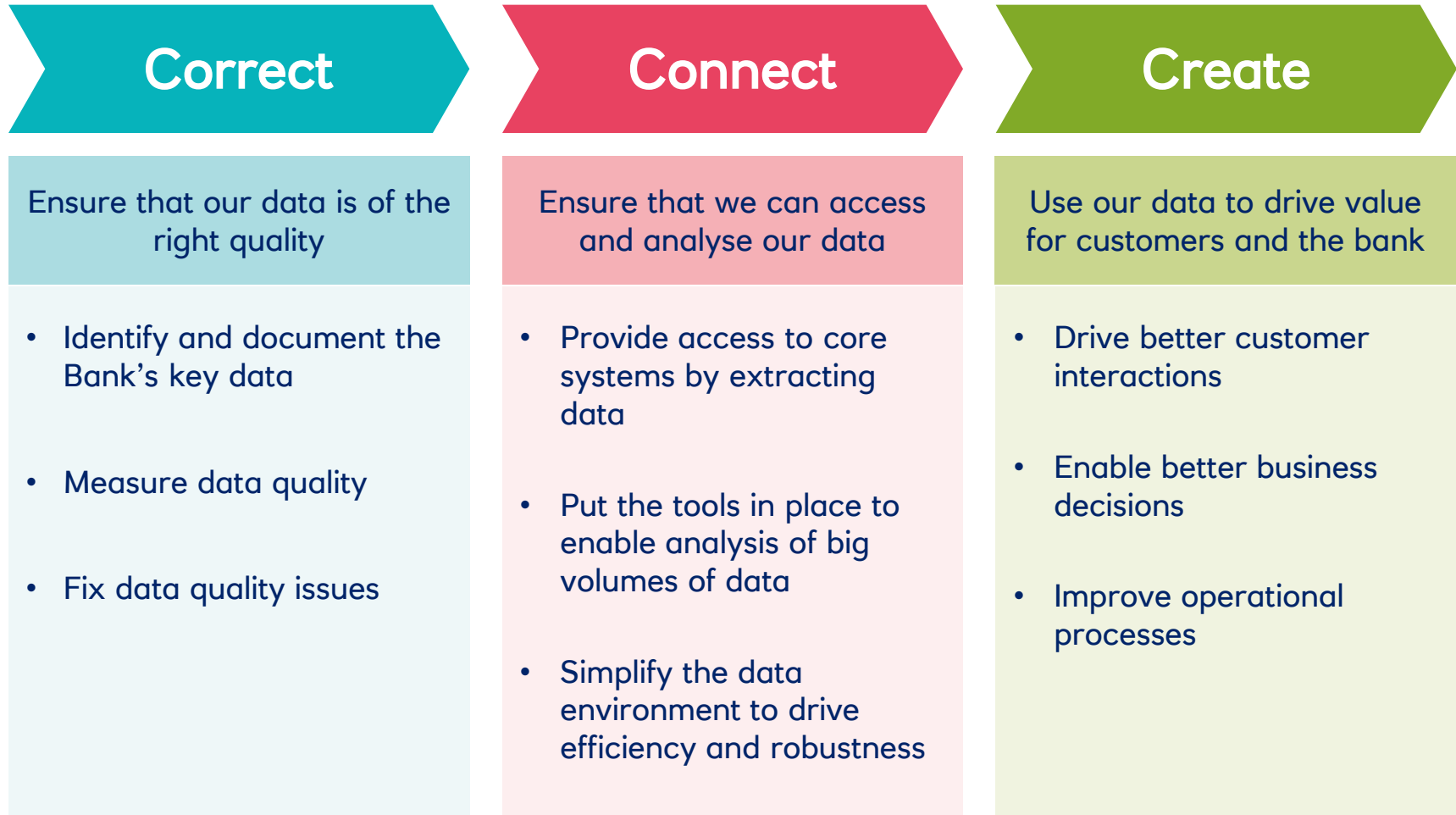
Head of Customer Analytics

June 2017

The Bank is built on data



We need to Correct our data, Connect it to the business and then Create value from it



Correct – We need to ensure that our data is of the right quality



1 Understand
Data
Linage

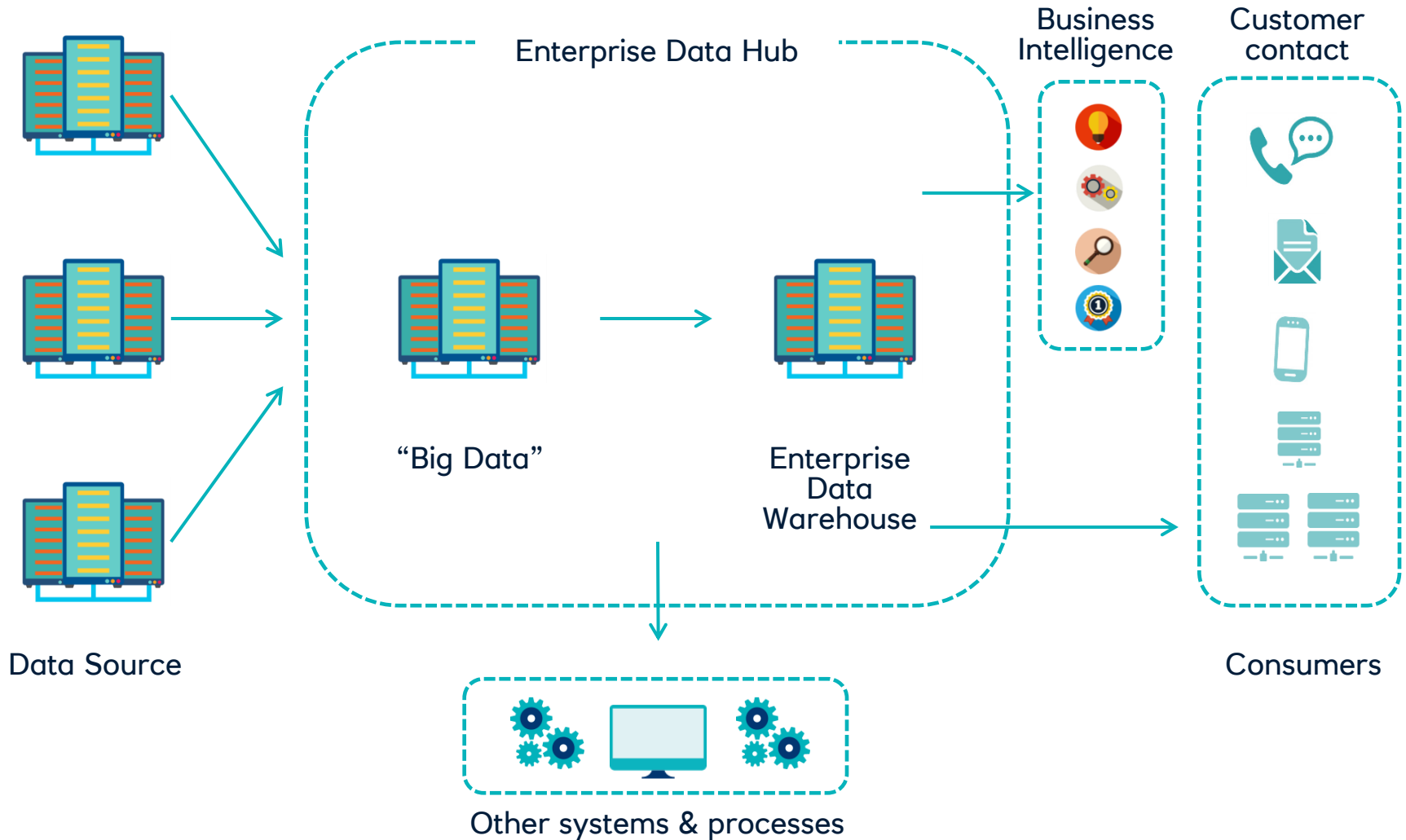


2 Measure
Data
Quality

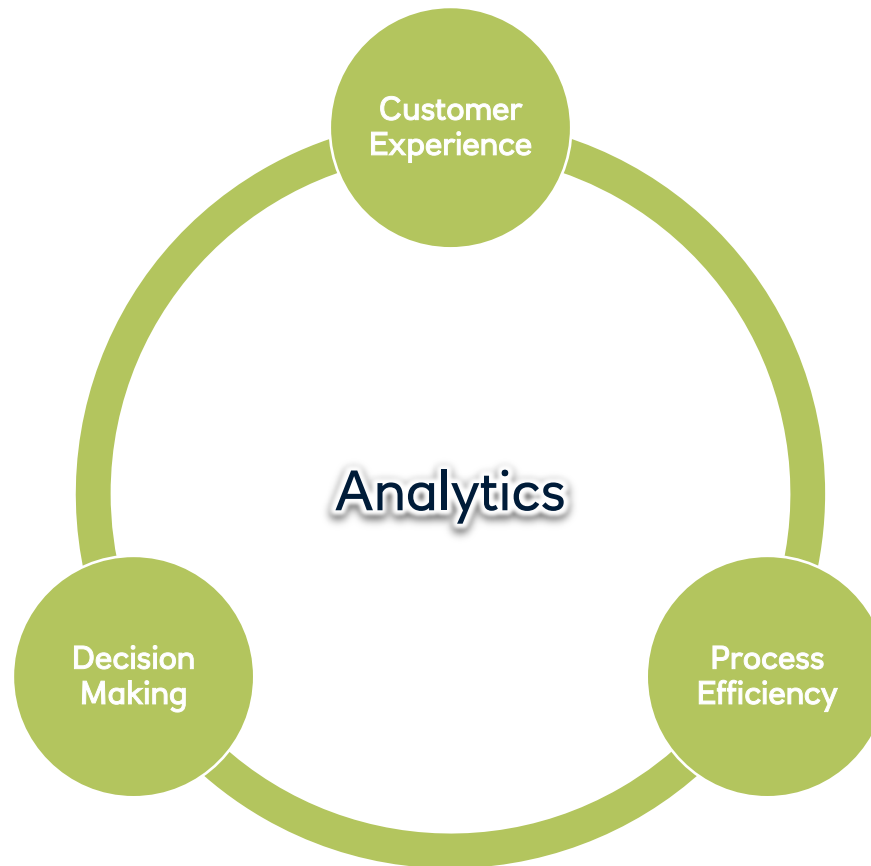


3 Fix Data
Quality
Issues

Connect – Ensuring that we can access and analyse our data



Create – Using our data to drive value for customers and the bank



Create – Using our data to improve and personalise customer interactions



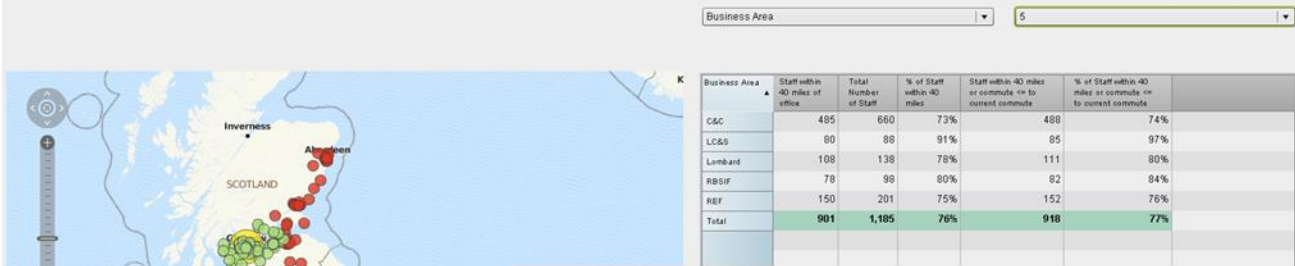
Single data platform direct from Golden Source



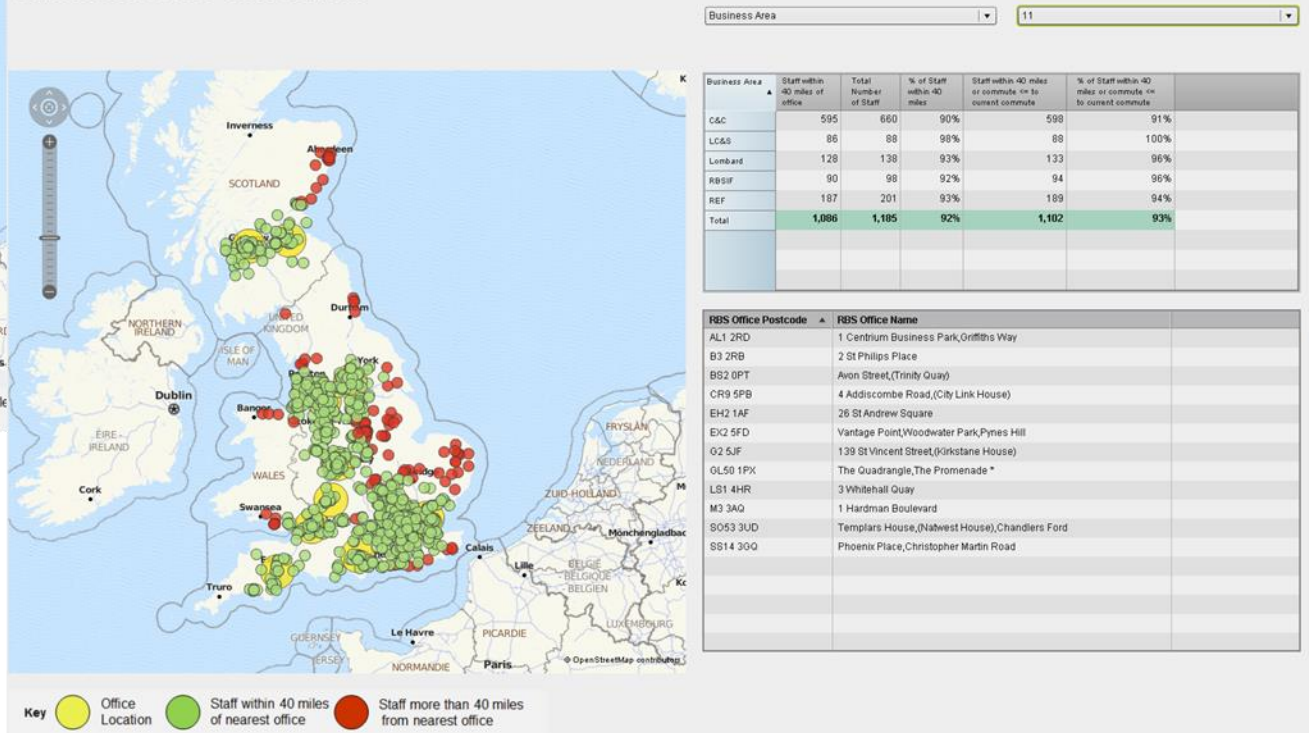
Providing Real Time Data

Create – Using our data to make better business decisions and improve operational processes

Staff location vs RBS Office locations



Staff location vs RBS Office locations



The 5 key things to focus on when creating an analytics team

1

Data doesn't need to be perfect

2

You can do a lot with a little

3

Don't bite off more than you can chew

4

Analytics is a people business

5

Don't have defined use cases

Q&A

Thank you

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