

BANKING AND FINANCIAL: OVERVIEW



SAS provides solutions for the banking and financial industry to maximize business value, deliver trusted outcomes and make better decisions.

INDUSTRY SUBSECTORS

- Anti-money laundering credit
- Customer experience
- Fraud and financial crimes
- Identity and digital fraud
- Intelligent decisioning
- Risk management
- Regulatory risk management

SAS® SOFTWARE



- SAS/STAT®
- SAS® Enterprise Miner™
- SAS® Viya®
- SAS Event Stream Processing
- SAS Visual Analytics
- SAS Visual Investigator
- SAS Visual Statistics
- SAS Visual Data Mining and Machine Learning

COMPANIES HIRING SAS® SKILLS

- Bangkok Bank
- Bank of India
- Discover
- Deutsche Kreditbank AG
- ING-DiBa
- Local Government Credit Union
- Nationwide Building Society
- PostFinance
- TD Bank
- United Overseas Bank



Source: Emsi and public job boards

PREPARE FOR A CAREER IN BANKING AND FINANCE



>3,500
Financial services customers worldwide

COMMON JOB TITLES

- Analytics Consultant
- Business Analyst
- Data Engineer
- Finance Risk Controller
- Risk Analyst
- SAS Programmer
- Solution Analyst
- Systems Analyst

COMMON AREAS OF STUDY



Business Analytics
IT/Computer Science
Data Science
Finance and Accounting
Mathematics
Statistics

LEARN FROM SAS

Visit [SAS Academic Programs](#) to get access to training for:

- Programming, including macros and SQL.
- Visual analytics and statistics.
- Data mining and machine learning.



SWISS FINANCIAL INSTITUTION USING SAS® TO PERSONALIZE CUSTOMER EXPERIENCE

PostFinance, a Swiss financial institution, is using SAS to customize and personalize the customer experience. With SAS, it delivers powerful analytics derived of data from email, SMS, direct mail, call centers and branch offices. These analytics help the company to identify leads that the sales and consulting teams can use to offer the most relevant products and services to customers.

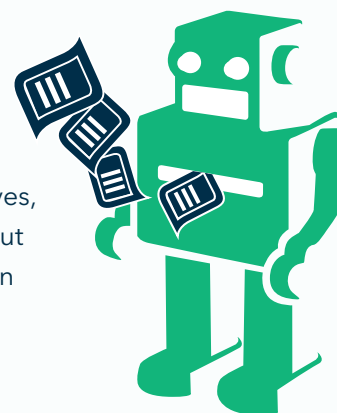
[READ THE FULL STORY](#)



USING SAS® TO CREATE FRAUD DETECTION RULES

Using SAS, Nationwide built 10 fraud detection rule sets to identify fraudulent activity across Nationwide's operations. To support Nationwide's anti-money laundering initiatives, the SAS system provides analysis that flags dubious transactions, using information about past behavior to build transaction profiles for customers. If transactions start to fall within the pattern of behavior identified, the transaction is identified as suspicious.

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STRESS TESTING WITH SCENARIO-BASED ANALYTICS PLATFORM

Standard Charter Bank is using SAS to assess the impact of multiple crisis scenarios on the bank's future financial statements. The scenario-based analytics platform calculates the impairment cost of a crisis and the resulting impacts on the bank's income statement and balance sheet.

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