

Cross-functional analytics center of excellence for a US-based bank

200mn+

data fields analyzed

8mn+alternative data sets
sourced**5mn+**end customers
engaged

CLIENT PROFILE AND CHALLENGES

- A leading US bank's corporate banking, consumer banking and [capital markets](#) business lines
- Data flow was managed by decentralised teams using a number of legacy platforms that often undermined the true potential of the bank's in-house datasets
- The bank decided to implement a centre-of-excellence model to drive data adoption and generate superior efficiencies through centralised platform coordination

OUR APPROACH:

- Conducted a comprehensive scoping exercise powered by the Acuity team's knowledge of the bank's data flow for each work stream of the three business lines
- Aligned staffing levels with work requirements of the centre of excellence for 12 departments of the bank across data acquisition