# Private Bank – Deep Learning Workshop Case Study

## SUMMARY

A large listed private bank in India was looking out for a workshop on machine learning including advanced deep learning techniques for their marketing analytics team. This was to enable them to build more targeted personalized campaigns which would have positive uptakes and drive revenues and customer satisfaction.

## THE CLIENT'S CHALLENGE

The client has an in-house team with varied degree of experience on AI/ML and Deep Learning. The team had experimented with basic machine learning and deep learning models to creating targeted campaigns. However the team was facing challenges in getting the models to perform accurately with large sets of data and also model convergence. They also wanted to build models for specific use cases in their own context with their own data. They were looking out for a training program that would provide an overview of AI/ML and Deep Learning from basic concepts to advanced programing in Python. The key challenge was that they wanted the faculty to relate to the business problem as well as have an in-depth experience in AI/ML and Deep Learning technologies.

## ACTION PLAN

Striatum was selected as the partner of choice for delivering a 4-day course on Deep Learning and advanced Python programming . With our rich experience in the BFSI domain and our faculty with extensive experience in delivering corporate trainings on these technologies, Striatum successfully delivered this training to the complete satisfaction of the participants.
The course covered the following key areas:

- ➢ Python basics including Pandas, Advanced NumPy, data transformations
- ➢ Text processing with Python and NLTK
- ➢ Advanced python program techniques including handling of large datasets
- ➢ Deep Learning
  - ○ Fundamentals of Neural Networks
  - ○ Implementation using Keras,Tensor flows, Sentiment analysis
  - ○ Classifying newswires into topics
  - ○ Convolution Neural Networks ( CNN ) and Recurrent Neural Networks ( RNN )
- ➢ Use cases including
  - ○ Case study on predicting term deposit subscriptions using publicly available bank data sets
  - ○ Neural networks for handling attritions and cross-sell/up-sell

## RESULT

The marketing analytics team of the bank was able to enhance their knowledge on Deep Learning and Advanced Python techniques. Every concept was explained with the help of relevant business examples which made it easier for the participants to relate to the training sessions and the faculty. Overall client has given a positive feedback to the training delivered by Striatum.