

Tableau **Experience**

Using data analytics in a securities business

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About Bualuang Securities (“BLS”)

- Founded in 2001, Bangkok Bank acquired retail business from JP Morgan (Thailand)
- We redefined our strategy, by using data-driven decision making process

‘Traditional’ thinking



“BLS” thinking



- As a result
 - Successfully expanded client base and achieved #1 in the industry since 2015
 - Achieved the best performing securities company 2015-2017

How did this journey with analytics start?

- Initiated strategy formulation process, by using **data analysis for client segmentation**
- Once we have more data and demand more from analytics:
 - Traditional BI
 - Worksheet analyses
- Thus, we need some modern analytic tools that is:



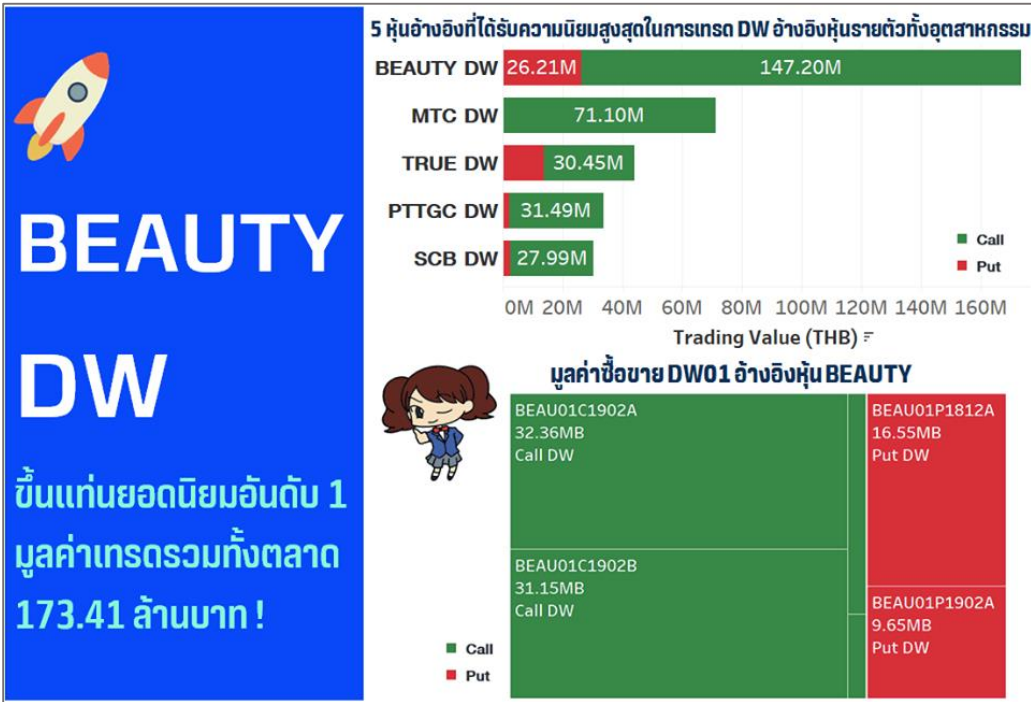
How has the adventure been?



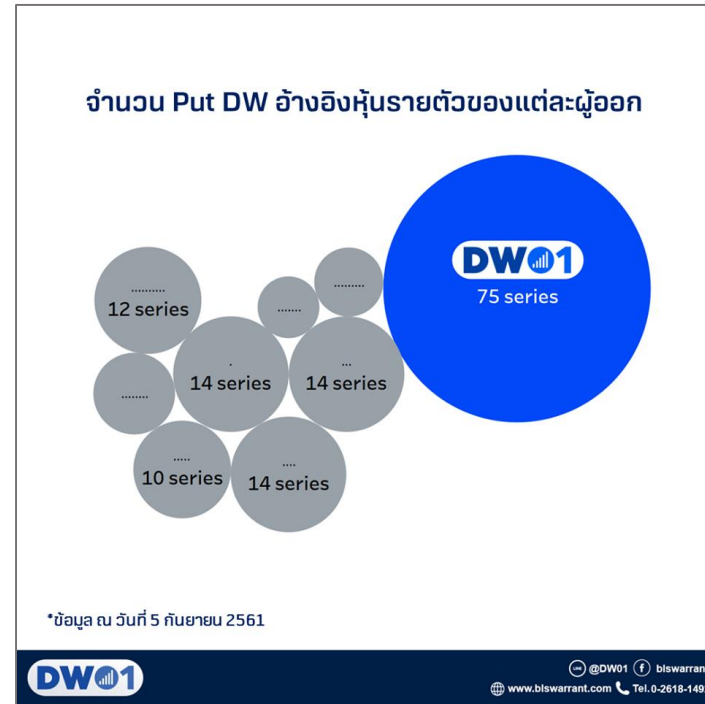
What is next?

- Utilize modern analytics to modernize our service operation
 - Insight > strategy > action > results
- More diverse analytics use cases
 - Extend to cross-functional teams
- [More analytics to directly serve client]

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My biggest tip to share with this data-loving community is...



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Thank You