











## SCOPE FOR FURTHER RESEARCH

An empirical study could be undertaken to assess the impact that Business Intelligence and Analytics has on various objectives of Banks. An empirical study can also be undertaken to create a BI model that would best serve the various goals of the Banks and would assist in overall value creation.

## CONCLUSION

Though Indian Banks have been adopting BI and analytics for their operations and strategy design for over a decade now they have yet a long way to go in meeting more specific needs of its customers and to attract new customers from all sections and strata of society. They also need to pace up and employ processes and mechanism they enable them to use the data effectively through smart use BI and analytics in bank and leverage the power associated with it for profit, competitive edge and also sustainability.

## REFERENCES

- [1] IIBF, BI in Banking, Indian Institute of Banking & Finance (IIBF), 2011. Available: <http://iibf.org.in/documents/bi-in-banking.doc>, May 29, 2015.
- [2] Chaudhuri, S., Dayal, U., and Narasayya, V., An Overview of Business Intelligence Technology, *Communications of the ACM*, vol. 54, no. 8, pp. 88-98, 2011. Available: <http://m.cacm.acm.org/magazines/2011/8/114953-an-overview-of-business-intelligence-technology/fulltext>, May 29, 2015.
- [3] D'Souza S., *Searchbusinessintelligence*, Analytics in Indian Banking Sector – On a Right Track, 2011. Available:<http://analyticsindiamag.com/analytics-in-indian-banking-sector-on-a-right-track>, May 29, 2015.
- [4] Earnix, Axis Bank Selects Earnix to Boost Customer and Pricing Analytics Power, 2013. Available:<http://earnix.com/axis-bank-selects-earnix-to-boost-customer-and-pricing-analytics-power/>, May 29, 2015.
- [5] EY, Business intelligence EY - Business intelligence, 2014. Available: <http://www.ey.com/IN/en/Industries/Financial-Services/Banking---Capital-Markets/EY-banking-on-technology-india-banking-industry>, May 29, 2015.
- [6] Inclusive Finance India, 2015. Available: <http://www.inclusivefinanceindia.org/>, May 29, 2015.
- [7] Jansen,Searchbusinessintelligence,2012.Available:<http://searchbusinessintelligence.techtarget.in/news/2240158114/ING-Vysyas-SAP-BO-architecture-up-close-A-case-study>, May 29, 2015.
- [8] Microfinance Institution Network, 2015. Available: <http://mfaindia.org/research-analytics/>, May 29, 2015.
- [9] Negash, S., Business Intelligence, *Communications of the Association for Information Systems*, Vol. 13, Article 15 2004. Available: <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=3234&context=cais>, May 29, 2015.
- [10] Miesrwa I., Predictive Analytics for Financial Services Firms: Forecasting the Future, 2014. Available: <http://spotfire.tibco.com/blog/?p=22488>, May 29, 2015.
- [11] Mendonca, State Bank of India hires 16 statisticians and economist to drive performance, 2015. Available:<http://www.economicstimes.indiatimes.com/industry/banking/finance/banking/state-bank-of-india-hires-16-statisticians-and-economists-to-drive-performance/articleshow/46048348.cms>, May 29, 2015
- [12] .SAS, Improve cross-selling capabilities, 2015. Available: [http://www.sas.com/en\\_us/customers/hdfc.html](http://www.sas.com/en_us/customers/hdfc.html), May 29, 2015.

## BIOGRAPHY

**Rekha Mishra** is a PhD research scholar with University School of Management Studies (USMS), Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi, India. Areas of her interest include Design Thinking, Model Thinking, Business Intelligence and Big Data Analytics, Business Process Management, Knowledge Management, Enterprise Application Integration, E-Business, E-Governance, Management of Technology, Innovation and Change.

**A. K. Saini** is a Professor in GGSIPU, New Delhi. He holds a Postgraduate in Physics, Computers and Management and Ph.D. from FMS Delhi University, India. He carries with him blend of industrial and academic experience of more than 28 years out of which six years in the industry in responsible capacities. Dr. Saini has to his credit six published books and over eighty papers in national and international journals/conferences. He has travelled widely internationally and visited Europe under Teacher Exchange programme. He is associated with various academic institutions in Public/Private sector. He has professional association with several bodies in honorary capacity such as Life member of Computer Society of India (CSI), All India Management Association, Operational Research Society of India and Fellow of Institution of Electronics and Telecommunication Engineers. Dr. Saini has supervised seven Ph.D.s. His major interests include: Information Systems, Technology and Innovation Management, Knowledge Management and Health Management.