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Data mining in banking and finance: A case study of BICEC

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Globalization has changed the phase of today's business world. As a result, to stay competitive in business entails the efficient use of modern tools to track past transaction records to analyze past business trend and future forecasts. Business Organizations faces different reactions and behavior from customers, which is partly due to insufficient information or the inability of a human analyst to understand the hidden pattern in business data. Customization of an investment portfolio for customers remain an enormous challenge to financial institutions even though there exist enough data in the financial market for analysis. Concern by the poor data usage by financial institutions in Cameroon, the purpose of this study was to address the problem of different distribution of business financial information and to provide solutions based on proper decision making from information support on studies of data warehousing technology of Bank of Cameroon for Credit and Savings (BICEC). The comprehensive study included the overall planning of the system and the key technologies for achieving the system. Studies have showed that the financial decision-making system based on the data warehouse provides practical support for conducting the analysis of economic forecasts and policy research. Also, the adoption of compass instrument design philosophy in portraying data indicated that there is a realistic sense for BICEC to build a decision system in all its branches across the country.

Biography

Yvonne holds a BSc in Banking and Finance from the University of Buea and HND in Computer Engineering from Landmark University College Buea. She teaches Banking and Finance in Landmark University College Buea, Cameroon and is presently pursuing her masters in Finance in University of Minho, Portugal.

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