Business Process Insights Through Data Visualizations

Introduction

The banking sector's digital transformation has led to a surge in **data** from transactions and interactions. While this data is valuable for strategic decisions for managers, effectively **visualizing it to extract insights**, especially for loan approval and customer onboarding processes, remains a **challenge.**

Knowing the suitable visualization technique to present specific banking process insights improves extraction of accurate insights.

Purpose

This study aims to provide knowledge to bank managers in selecting specific visualization technique that suit their specific needs.

Questions

What insights managers seek?   Which techniques they use?   How to visualize data to achieve those specific insights?
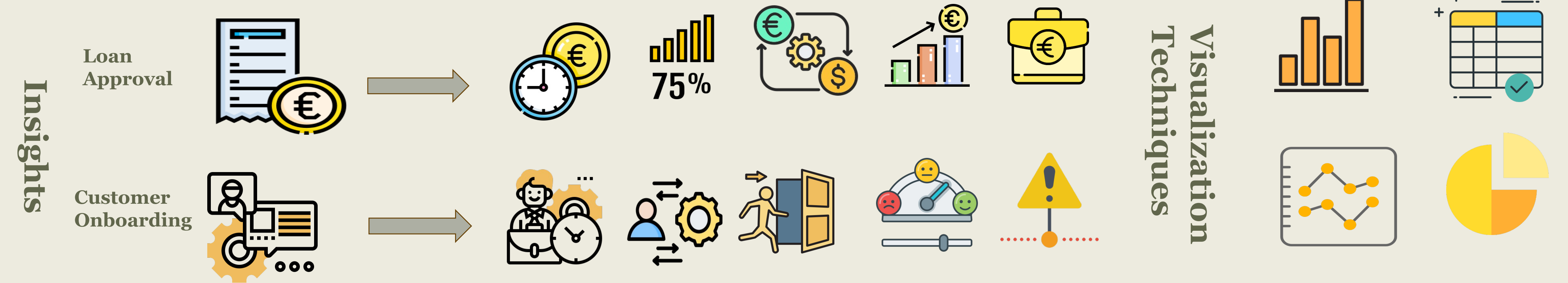
Method

Literature study   Semi-structured interview with 5 bank managers   Evaluation of techniques

Interview Results

Insights

Loan Approval

Customer Onboarding

Visualization Techniques

Evaluation Results

Implications

Serves a guidance in selecting appropriate data visualization techniques that best suit bank managers' needs.

Practitioners can use findings to enhance their decision-making process.

Conclusion

Data visualization enables managers to dig into business processes and make informed decisions.

Recommended techniques are more effective for specific insights sought by managers.

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2023-2024
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