

Harnessing big data

Data analytics involves organising and studying huge sets of information known as big data

At HSBC we have access to data including:

1. Payments and transfers
2. Online banking activity
3. Financial transactions

Our data scientists use the latest statistical tools, machine-learning technology and visualisation techniques to help us analyse:

1. Equity investments
2. Foreign exchange options
3. Customer needs so we suggest the right products and services
4. Hundreds of millions of transactions a month for signs of financial crime

By using data analytics smartly and responsibly, we:

1. Know and understand our customers better
2. Provide them with helpful insights
3. Serve them in a more personal way
4. Make the bank more efficient and secure

All in the best interests of our customers

Find out more at www.hsbc.com/growtogether