

DATA-DRIVEN STRATEGIC CONSULTING

HSBC

OVERVIEW

1. Situation

- ✓ HSBC Global Banking & Markets (GBM) GFX faced challenges in decision-making processes, necessitating enhanced analytical support to inform strategic initiatives. Senior executives required data-driven insights to understand business performance and make informed decisions

2. Task

- ✓ As a consulting Business Analyst, I was tasked with conducting in-depth analysis and developing impactful data visualisations to support the Global Head of GFX and senior leaders in GBM GFX in their decision-making processes

3. Actions

- ✓ 1. Comprehensive Analysis:
 - Conducted in-depth analysis across various dimensions including projects, products, segments, headcount, financial performance and sales metrics
 - Benchmarked the business against competitors using Coalition data
 - Delivered actionable insights that illuminated business performance and highlighted areas for improvement
- 2. Data Visualisation:
 - Developed dynamic data visualisations and interactive reporting dashboards using Qlik, ensuring that data was presented in a clear and engaging manner
 - Enhanced transparency and accessibility of data facilitating improved strategic engagement with stakeholders
- 3. Enhanced Decision-Making:
 - Provided valuable insights and clear data presentations that empowered the leadership team to make informed decisions, driving organisational success and aligning strategies with market opportunities

4. Results

- ✓ - Generated tangible value for GBM GFX through strategic analysis and data-driven insights
 - Improved decision-making processes, enabling senior executives to make informed strategic decisions that positively impacted business outcomes
 - Enhanced strategic stakeholder engagement by ensuring data was presented transparently and accessibly, leading to more effective communication and collaboration

5. Affected parties

- ✔ - Senior GBM GFX executives: Gained critical insights that enhanced their strategic decision-making capabilities and improved organisational performance
- GBM Business units and stakeholders: Benefited from data-driven recommendations that aligned strategies with market trends and operational goals, resulting in increased engagement through clearer data presentations and fostering collaboration and informed decision-making across product, project, technology and operations teams