

# Data Talent



Bootcamp

A. Program Summary

By **KBank**  
Academy

## Data Talents Bootcamp Program

### Course Objective

KBank Academy launched the Data Talents Bootcamp, a program designed to enhance data professionals' technical expertise and soft skills.

The program's comprehensive design integrates online learning with hands-on workshops and guidance from industry experts, fostering a practical, application-focused learning environment. Participants gain preparation to apply their skills directly to real business challenges through collaborative problem-solving and real-life projects.

The program aims to combine various learning methods to achieve effective learning outcomes through the 10:20:70 model, which includes:

- 5 workshops with 2 coaching sessions and Demo Day
- Project assignment with internal mentors
- Unlimited access to technical skills online courses
- 3 expert sharing sessions
- Behavior Change Assessment (360-degree)
- Community of learning among data talents (Line @)

Trainer: External Trainers

## Data Talents Bootcamp Program

### Program Benefit

By enhancing the necessary skills of KBank's data professionals, KBank can improve collaboration and communication within the organization, leading to more effective decision-making and problem-solving. Additionally, the advanced technical competency empowers them to extract actionable insights from data, enabling **KBank to make informed decisions that drive growth and profitability while also ensuring customer-centric product design and robust fraud prevention measures**. Ultimately, by nurturing a culture of innovation, KBank can remain at the forefront of a rapidly evolving industry, ensuring sustained long-term success.

### Quantitative Impact of Business Benefits

Though this practical experience-based learning, the learners completed 33 high-impact data projects in four strategic domains: Credit (14 projects), Fraud (8 projects), Payment (5 projects), and Wealth (4 projects). For instance, in the Fraud domain, the skills were applied in **the Fraud Prevention Transformation Project**.

The project uses AI and Data Analytics to detect and provide early warnings for both loan application fraud and digital fraud prevention. After launched, the bank achieved significant results:

- Reduced loan application fraud losses, **cutting the early NPL rate from 3% to 0.3%, saving billions of BAHT in credit costs.**
- **Detected and disabled over 150,000 suspicious mule accounts**, with 47% confirmed as mule accounts. Good customers can unlock their mobile banking accounts using face scanning, resulting in minimal complaints.
- **The project also won 2 prizes from Asian Banking & Finance Awards (Retail Banking):** Analytics Initiative of the Year – Thailand *and* Fraud Initiative of the Year – Thailand. The awarding event will be hosted on July 4, 2024 in Singapore.
- Overall participants in this program got promoted by 17%

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**B. Program in Details**

By **KBank**  
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# Development Journey KBank Data Talents Bootcamp – 11 weeks



## Collaboration

- Mixed 4 cohorts

(Biz translator/Data analyst/  
Data Scientists/Data Engineers)



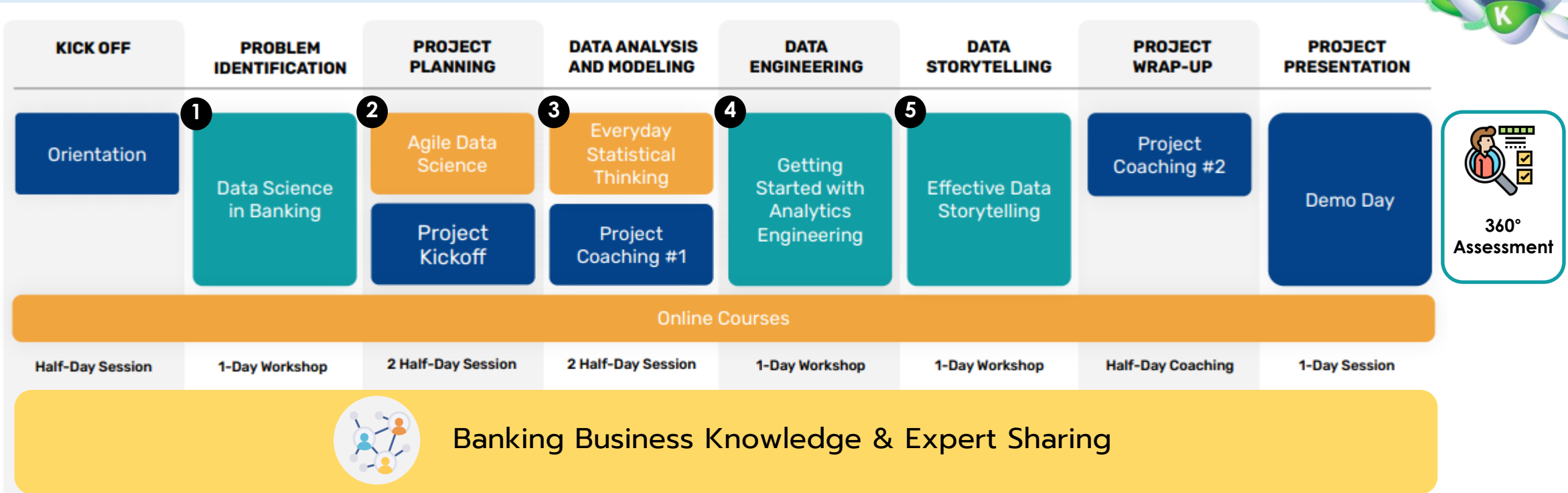
## Combine

- Soft skill & Technical skill



## Practice

- Hands-on project & Coaching







## Targeted & Impacted

# 191

Data Talent Trained

# 33

Data Projects

Completed 33 high-impact data projects in 4 strategic areas: Credit, Fraud, Payment, and Wealth. These initiatives are driving the future of product development at our bank.

# 16

Mentors from Data & Analytic Division

**Reduce NPL  
from 3% to 0.3%**

Reduced loan application fraud losses, cutting the early NPL rate from 3% to 0.3%, saving billions of BAHT in credit costs.

# 150,000

suspicious account  
detected

Detected and disabled over 150,000 suspicious mule accounts, with 47% confirmed as mule accounts.

## Reach the expected Goals

# 74%

Cross-team  
collaboration  
engagement score

jumped from 69% in 2022 to 74% in 2023 enabling data professionals to work together effectively

# 91%\*

Behavior Change\*  
(Manager & Peer) Batch#1-5

# 86%

Effectiveness

# 54

NPS Score





# “KBank Data Talent Bootcamp 2023”





POSSIBILITY TO MAKE AN IMPACT





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