



Comparative Analytics: Trusted Information for Smart Decisions

As a nonprofit, independent organization, BAI empowers leaders to make smart decisions, drive positive change, and move the financial services industry forward by delivering in-depth data analysis, unbiased perspectives, and industry expertise.



Consumer

Are you having trouble spotting consumer trends and opportunities? Get answers with these reports:

- BAI Consumer Benchmarking
- BAI Consumer Pulse
- BAI Consumer Non-Interest Income Pulse
- BAI Consumer Market Level Analysis
- BAI Consumer Market Level Puls
- BAI Consumer Segment Analysis
- BAI Credit Quality Origination Analysis
- BAI Consumer Market Share Analysis
- BAI Consumer Executive Dashboard
- BAI Digital Benchmarking
- BAI Digital Funnel Pulse
- BAI Branch Diagnostic



Business

Do you need comparative analytics on business deposit growth? BAI can help with these reports:

- BAI Business Benchmarking
- BAI Business Pulse
- BAI Business Market Level Analysis
- BAI Business Segment Analysis
- BAI Business Market Level Pulse
- BAI Business Executive Dashboard
- BAI Business Lending Pulse

Actionable Insights for Financial Services Leaders:

CEO/CFO

- BAI Consumer Non-Interest Income Pulse
- BAI Executive Dashboards

Head of Branch

- BAI Market Level Analysis
- BAI Market Share Analysis
- BAI Executive Dashboards

CHRO

- BAI Talent Management Benchmarking

CMO

- BAI Market Level Analysis
- BAI Segment Analysis
- BAI Market Share Analysis
- BAI Digital Benchmarking
- BAI Digital Funnel Pulse

In addition to the programs above, BAI can provide additional analysis based on your unique needs allowing you to match the way your bank views your customer base, branches and other key factors. Find out more about how BAI's research can help your organization make smart decisions with clarity and confidence. Contact us today at: **800-224-9889** or **www.bai.org/research**

