



WELCOME TO MUNCH & CRUNCH

Why we are here

- To build relationships internally over data analytics
- To learn and increase our firm wide capabilities
- To explore opportunities to value add for clients
- To keep abreast of technology development

July 23rd - Kick off

- Today is about introductions and meeting new people
- Understanding our individual skill sets
- Identify opportunities for further learning
- To help focus BDO Sydney's data analytics offering

INSIGHT DRIVEN ORGANISATIONS

How do we grow the data analytics service across BDO?

How do we understand 'what clients need'? Not just what we sell.

Anyone engaging with clients can generate insights!

1. DA 'voice of service line' leaders - local leaders to discover insights
2. We capture insights using Teams and recording on our Planner board
3. We review, socialise the insights and act
4. Continue to engage with clients to discover insights beyond our core activities

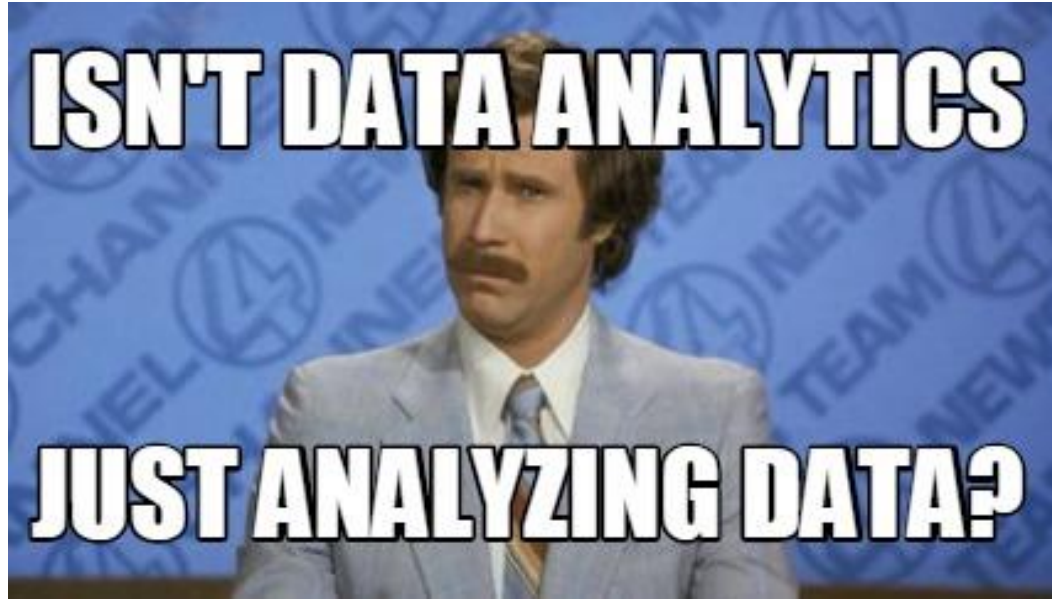
DOES MY BUSINESS NEED ANALYTICS?

Make data driven predictions - No more guess work

- ▶ How much should we charge for a particular item? ([Price Optimization](#))
- ▶ Where should we locate a new manufacturing plant? ([Business Intelligence](#))
- ▶ Who gets the latest catalogue or brochure? ([Customer Intelligence](#))
- ▶ What interest rate should each customer receive? ([Risk](#))
- ▶ Why are we losing customers in a particular region? ([Customer Insight](#))

With the use of right data and appropriate analytical models, you will get answers to these questions and much more.

Top businesses are generally 6% more profitable than their peers when they rely on data-enabled decisions - MIT+ Wharton study

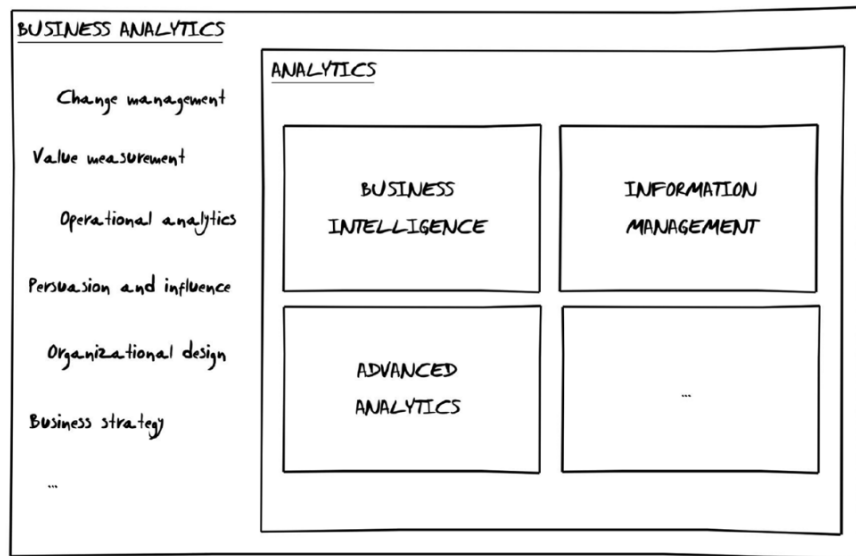


Data analytics is loosely used as a general term for any type of analysis done on data over time.

Stay classy.

WHAT IS BUSINESS ANALYTICS?

It's your Ability to Measure, Classify and Decide



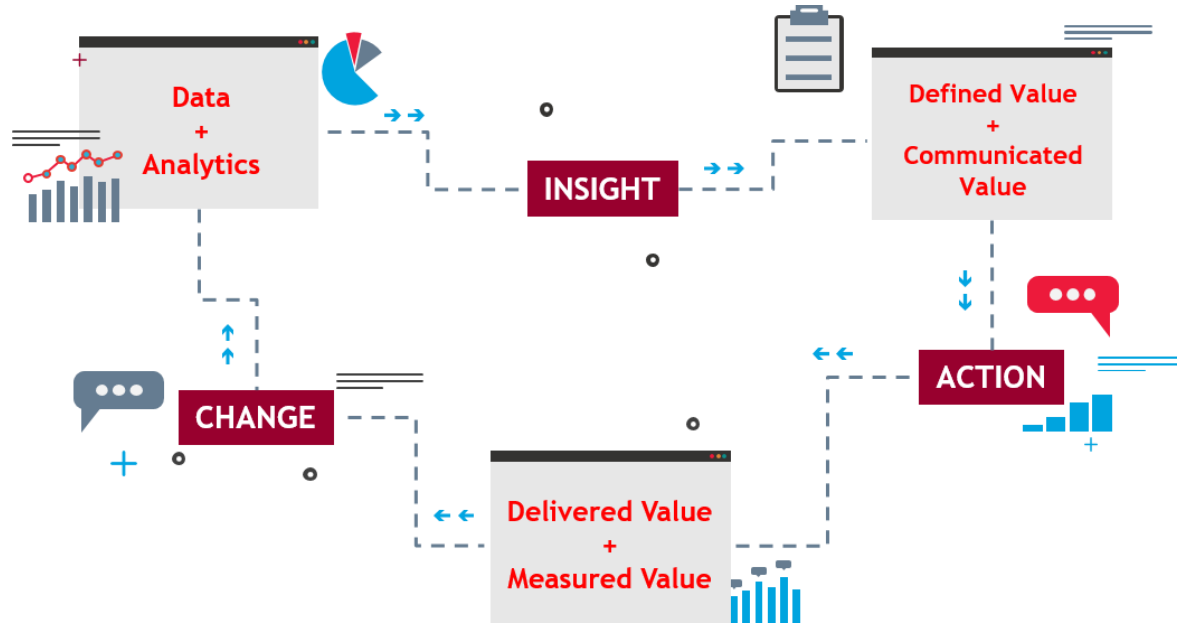
- ▶ Blend disparate data sources
- ▶ Measure with precision
- ▶ Classify with granularity
- ▶ Apply to decisions

A More Formal Definition

Analytics is any data-driven process that provides insight.

Liebowitz, Jay. *Business Analytics : an Introduction* . Boca Raton, Florida: CRC Press, 2014. Print

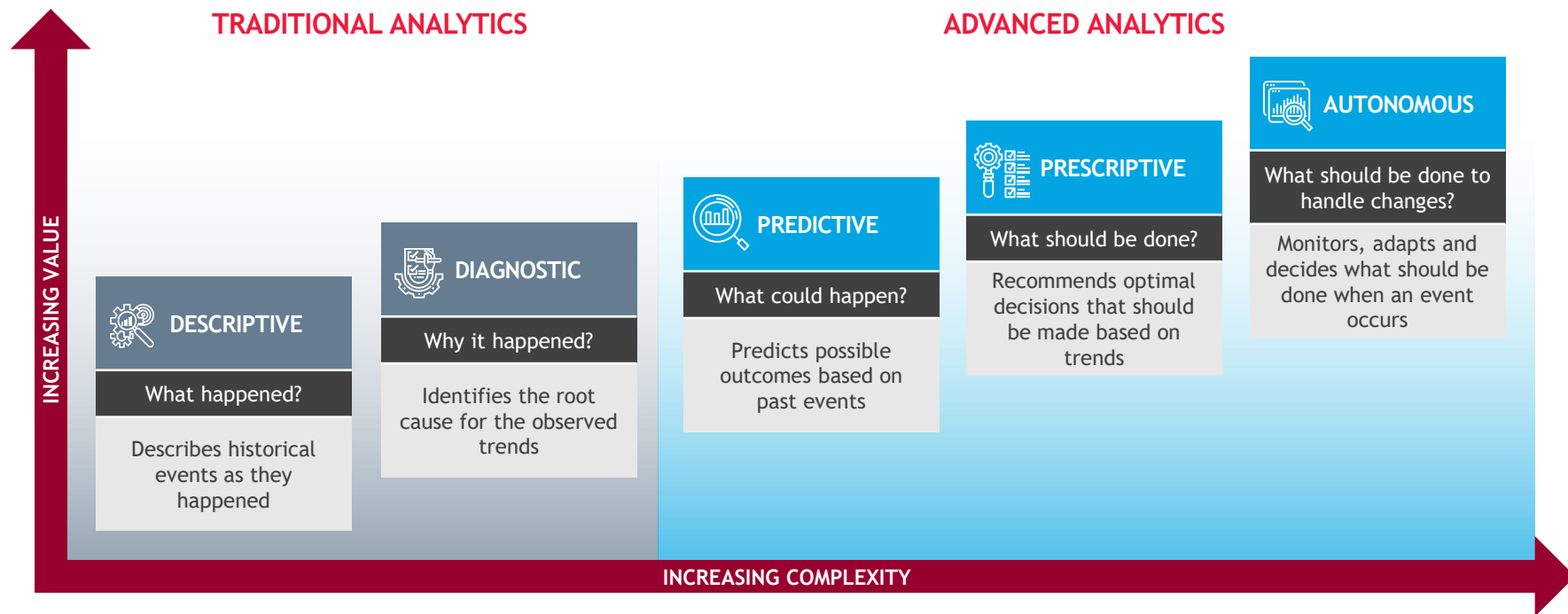
VIRTUOUS CIRCLE OF BUSINESS ANALYTICS



Strategic vision

- ▶ Data when analysed, creates insight.
- ▶ For insight to result in action, the value of the insight needs to be defined and communicated.
- ▶ Trust is built through delivering and measuring the value that was promised leading to sustainable change.
- ▶ Competitive advantage comes from creating and sustaining deep operational differences.

FLAVOURS OF ANALYTICS



OUR SERVICES

BDO provides a number of services to support your analytics journey.

Assess, prepare, plan and design

Develop, analyse, assure and secure



Maturity Assessments

What is the analytics maturity of your firm? We help examine and assess the capture and use of data with your organisation. We offer recommendations on where to from there.



Data Strategy

Data analytics is not just about technology. We help with the development of data strategies and roadmaps that are aligned to your business' vision and objectives.



Systems & Architecture

Multiple source systems, databases and cloud services, makes data management complex. We review and provide advisory on optimising your information architecture to ensure it delivers a trusted system of record to all areas of your firm.



Analytics & Visualisations

Data to be useful, needs to convey meaning. Reports and dashboards should deliver actionable intelligence to users across your firm. We help ensure you have the right data in the right hands.



Governance & Quality

We apply industry best practice frameworks to measure and improve your data quality.



Privacy & Security

Trust lost with users is not easily regained. Protect against your reputation and regulatory penalty. We provide security audits and privacy compliance checks.

DATA ANALYTICS IN ACTION

- Who you are + service line
- Your interest in data analytics
- What you know - tools, languages, platforms
- How you have helped clients in data analytics
- Get our your phones and fill in the survey!





WHAT'S NEXT

- Update your ADs and Partners in your service line
- Join the Microsoft Teams (everyone will get an invite) - <http://bit.ly/2XM71uW>
- Share articles, news, datasets, tools
- Post questions on data analytics, help you need
- Share client opportunities - Ryan & Anuj will come meet clients
- Update the skills matrix
- Update your records for your CDP
- Come along to Munch and Crunch #2