CASE STUDY | The Works

Helping Australia's Leading Creative Agency Win A Large Analytics Project In Less Than A Week

October 2017

The Project

Australia's leading CX and creative agency, The Works, had an opportunity to pitch for a marketing mix and attribution model (MM&A) for one of the largest government business enterprises in Australia. Given the technical nature of the opportunity, The Works partnered with Felipe Rego, an expert in data science and analytics with strong commercial acumen, to build a commercially-oriented and technically realistic proposal.

Objectives

Optimise Spend to Improve Marketing ROI
This client, a prominent government business enterprise, faced an incredible amount of public scrutiny and, as part of a larger marketing strategy, engaged The Works and Felipe Rego to help build a marketing analytics solution that:
- Provided a clear view of the effectiveness of marketing spend across both offline and online channels and;
- Optimised all marketing channels and activities spend to improve ROI.
It wanted the solution embedded in its internal systems and processes and built in collaboration with its internal marketing analytics team. The client also wanted business stakeholders to be able to easily access and interpret the final solution.

Methodology

Aligning client's business goals with a simple-to-understand solutions
Marketing mix and attribution models can be hard to implement and challenging to deliver. This client had a history of unsuccessfully trying to implement such projects in the past. For it to be successful, the pitch to the client had to:
- Clearly state the known (and unknown) constraints and challenges in deploying such solution as not to over-promise and, later, under-deliver;
- The analytical models proposed should prioritise simplicity and interpretability over 'black-box' approaches for it to be used and adopted by non-technical people;
- The proposed solution should be built iteratively in short timeframes and in strong and frequent collaboration with the client/business stakeholders;
After a few iterations with the client, the winning proposal included a robust analytical methodology with clear commercial benefits aligned to the client's overarching business strategy.

Results

A collaborative approach that paid off
In roughly a week of direct and dedicated effort, Felipe Rego helped The Works build, pitch and win a large Marketing Mix and Attribution Model (MM&A) project for one of the largest government business enterprises in Australia.

"Felipe, was recommended to us as an experienced analytics expert who, in partnership, communicated technical terms in an easy-to-understand, business-friendly language. This was part of our recipe for success for winning the project. Felipe brought an impressive knowledge and wealth of experience which both impressed us and the client. He supported many conversations with the client during the process which helped to confirm why we were the team to deliver. Not only was the knowledge there but Felipe was hands on in translating the concept and in building the prototypes with us. He was a pleasure to work with and I would definitely recommend him and his expertise to anyone needing an analytics expert."
Tracy Voong, Data Planning & Strategy Director, The Works.

YOUR STRATEGIC DATA SCIENCE PARTNER

Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies will help your organisation stay competitive and create a solid pathway for your future growth.

INDUSTRY EXPERIENCE MEETS TECHNICAL KNOW-HOW

Felipe has a unique combination of in depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

ANALYTICS SERVICES WITH A COMMERCIALLY FOCUSED MINDSET

Many organisations struggle to develop a clear roadmap for their data science and analytics strategy. It's also common to experience challenges implementing analytical solutions that are both actionable and easy to use. Felipe helps organisations and teams with:

- Data Science and Analytics Strategy;
- Predictive Analytics and Machine Learning Solutions;
- Data Visualisation and Insights Automation;
- Analytical Training and Workshops;

PRACTICAL ANALYTICS TRAINING AND WORKSHOPS

Felipe is also an analytics instructor with experience disseminating practical, actionable analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day to day work.

ACADEMIC RESEARCHER

When Felipe is not partnering with clients or helping students, he's an **M.Phil. research candidate in Learning Analytics at the University of Sydney**. As part of his studies, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes.

WRITER AND BLOGGER

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. **Recognised internationally for his thought leadership, Felipe received over 62,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search.** Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.

For more, visit: **feliperego.com.au**

**Are you truly harnessing the power of data and analytics to stay ahead of the competition?
I would love to hear your story, share my experience and learn about your challenges.**