MAKING ADVANCED ANALYTICS WORK FOR YOU

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INTRODUCTION

1. The Significance of Big Data

2. Success Stories

amazon Google

3. Investment in Big Data

IBM hp

THE POTENTIALS OF BIG DATA

1. Transforming Business Operations
2. Historical Performance Gains
3. Competitive Differentiation

THE POTENTIALS OF BIG DATA

1.Transforming Business Operations

Big data transforms business by optimizing processes and enhancing customer experience.

THE POTENTIALS OF BIG DATA

2. Historical Performance Gains

Process redesign improved performance in the past; today, embracing big data and analytics yields a 5-6% increase in productivity and profitability.

THE POTENTIALS OF BIG DATA

3. Competitive Differentiation

Big data helps companies differentiate and gain a competitive edge by delivering innovative, customer-focused offerings through data-driven strategies.

CHALLENGES FACED

1. Uncertainty and Skepticism
2. Data Understanding
3. Past Failures with Data Programs

CHALLENGES FACED

1. Uncertainty and Skepticism

Many leaders are skeptical of big data due to past data initiatives that failed to deliver results or integrate with existing processes.

CHALLENGES FACED

2. Data Understanding

Organizations struggle with understanding their existing data assets, despite their potential value for decision-making.

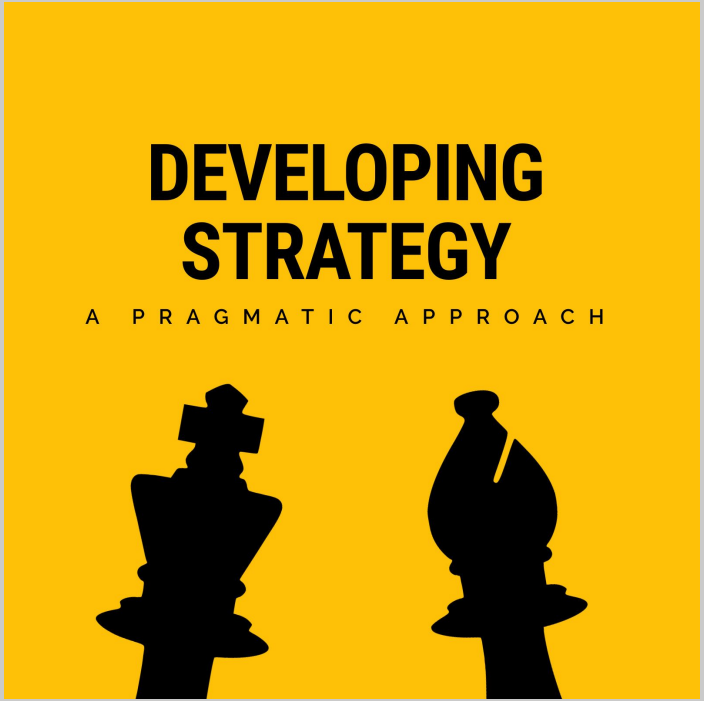
CHALLENGES FACED

3. Past Failures with Data Programs

Historical challenges in aligning data programs with business processes, such as CRM initiatives, have led to skepticism due to complex changes and delayed results.

THE PRAGMATIC APPROACH

1. Identifying Multiple Data Sources
2. Building Advanced Analytics Models
3. Transforming the Organization



HOW TO BENEFIT FROM BIG DATA

Capability 1: Choose the Right Data

Capability 2: Build Models that Predict and Optimize Business Outcomes

Capability 3: Transforming the Organization

CAPABILITY 1:

CHOOSE THE RIGHT DATA

1. Source Data creatively

2. Identify Usable Data

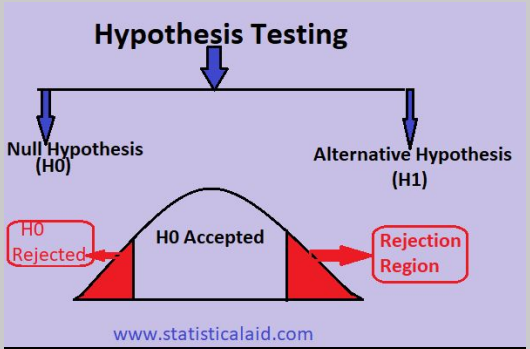
3. Leveraging external & unstructured data

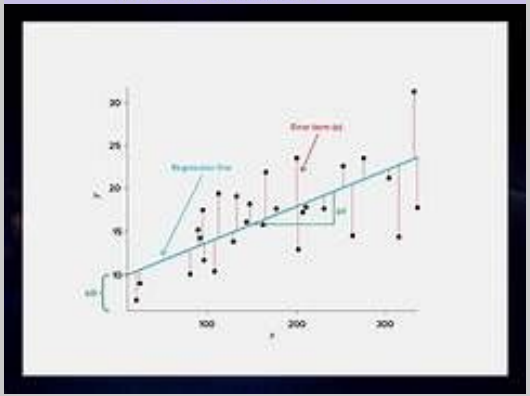
4. Expanding IT Capabilities

CAPABILITY 2:

BUILDING PREDICTIVE MODEL

- Understanding the variables
- Balancing Complexity in Models
- Hypothesis and regression





CAPABILITY 3:

TRANSFORMING THE ORGANISATION

1. Business-Relevant Analytics

2. Embedding Analytics into Tools

Business-Relevant Analytics

- Syncing with Existing Processes
- Case Study: Optimizing Prices
- Complementing Decision Processes

Embedding Analytics into Tools

- Making Models Accessible
- Visual Interfaces for Managers
- Improving Workforce Planning

DEVELOPING CAPABILITIES

- Gaining Analytical Skills & Literacy
- Learning by Doing: Field & Forum Approach
- Role of Training, Leadership & Incentives
- Adjusting Culture & Mindsets

THE FUTURE OF BIG DATA

- Rapid Evolution of Big Data
- Maintaining Flexibility
- Continuous Opportunities for Improvement

CONCLUSION

SOURCE

MODELLING