Data Analytics Strategy

value of the portfolio

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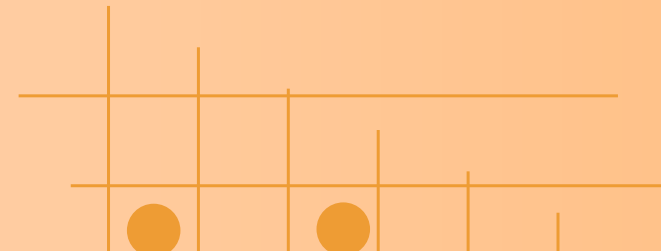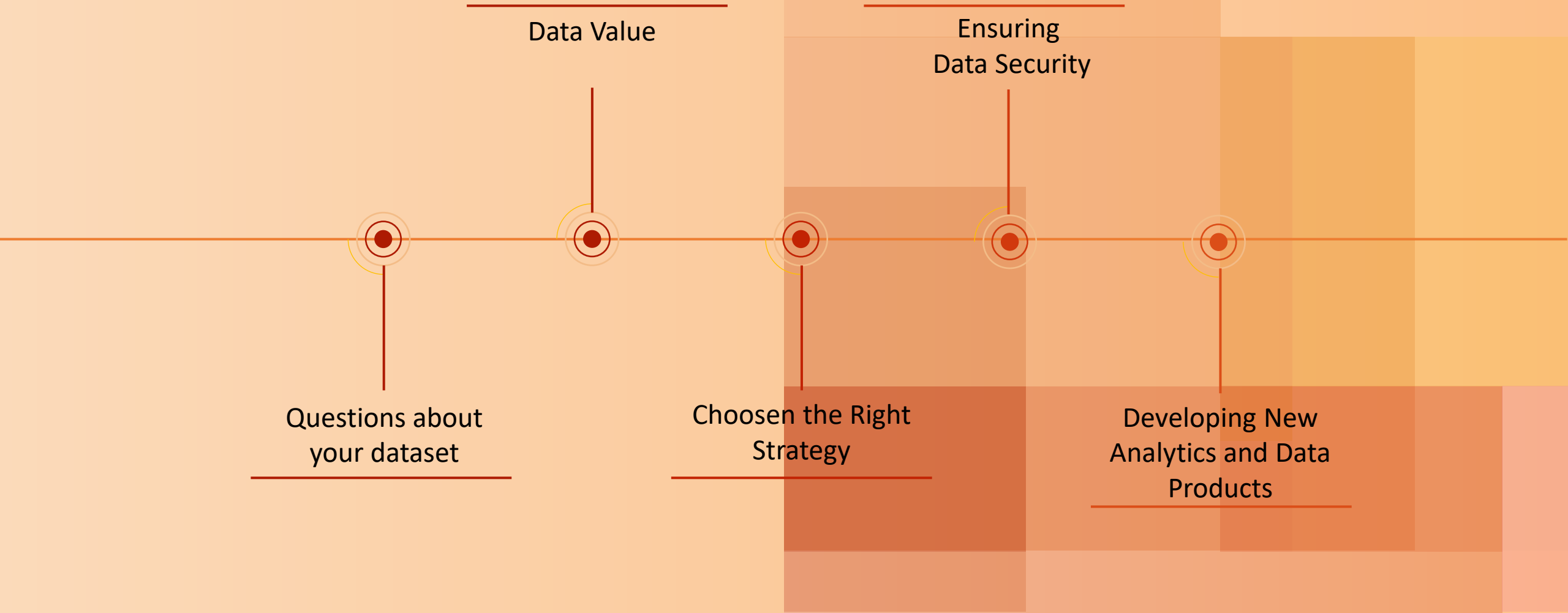
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Overview

Big data bases has significant importance nowadays, providing a competitive edge among companies. However, before to establishing a big data infrastructure in your company, it's essential to reflect and consider several key factors. Investing in a large database isn't enough without a well-defined strategy to harness its full potential.

Understanding where and how you aim to create value within your business. At PwC, we recognize the importance of making decisions in this process and we are committed to assisting you in shaping a thoughtful strategy that aligns with your business objectives.

Data Timeline

Data Value

Ensuring
Data Security

Questions about
your dataset

Choosen the Right
Strategy

Developing New
Analytics and Data
Products

Questions

Contrary to common belief, having a large quantity of data doesn't guarantee success in business. The real key lies in extracting value from the data you have. But how can you achieve this? 🤔
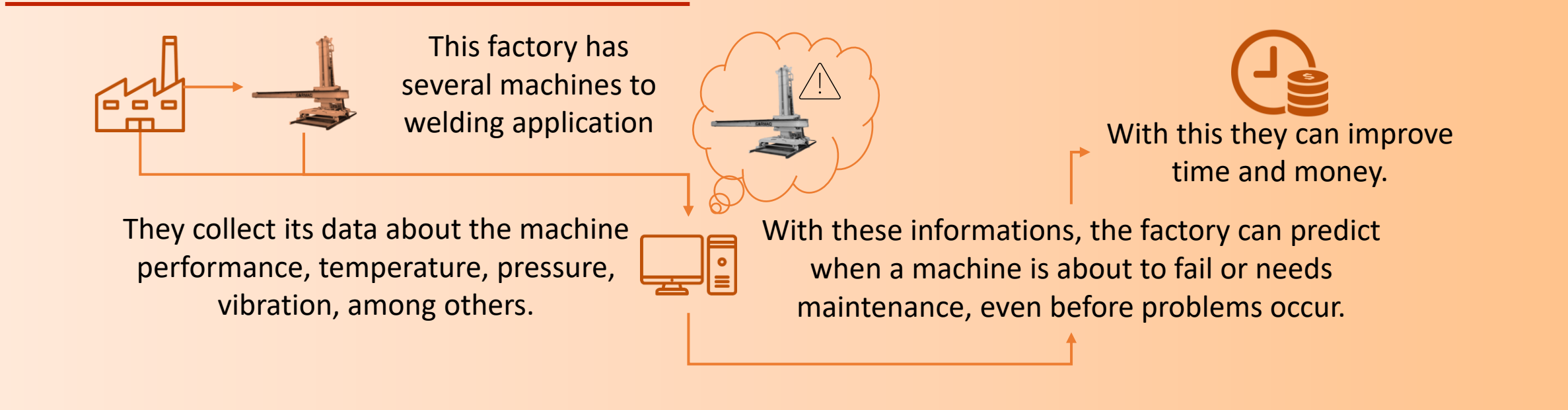
To answer this question, we must reflect on the reasons why we want to integrate data into our company. It's crucial to consider objectives such as:

- Which data do you have and want to get it?

- What is the value of this data?

- What is the purpose of getting a big data infrastructure in your company?

- Who are your customers?

- Do we need new data sources?

Data Value: How can we add more value to the dataset?

Value in the context of data analysis involves contemplating what can be achieved with our database. Simply having a large volume of data is insufficient if it lacks meaningful value or if we are unsure how to utilize it effectively. Therefore, it's imperative to comprehend your customers, including their demographic, geographic, economic, and temporal characteristics, among others. In numerous instances, enhancing existing processes often yields greater improvements than making new investments. Follow below an example about a generic factory:

This factory has several machines to welding application

With this they can improve time and money.

They collect its data about the machine performance, temperature, pressure, vibration, among others.

With these informations, the factory can predict when a machine is about to fail or needs maintenance, even before problems occur.

Data Security and Privacy

It's a lot of responsibility to work with data, it's privacy data of our customers.

So, we must be carefully what we'll do with these data and also improve our security, with a team specialize in cybersecurity to protect measures and manage risks and also ensuring compliance with relevant laws of the respective country and/or canton we are working.

Developing New Analytics and Data Products

After thorough reflection and study of the cases mentioned in this presentation, we are poised to develop valuable insights and data products for your company. Leveraging the findings from our analysis, we can explore various avenues to drive business growth and enhance strategic initiatives. This may include targeted advertising, sponsored content, or any other strategies deemed appropriate to capitalize on the insights gleaned from our data analysis efforts. By harnessing the power of data-driven decision-making, we can unlock new opportunities and drive success in your business endeavors.

Thank you for your attention!

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