





## **Company Overview:**

As students of Bayes Business School, we embarked on a journey to combine our knowledge, passion for analytics, and innovative spirit to establish Phoenix Analytics. Fueled by our commitment to revolutionise workforce management, we introduced Cloud 11, our cutting-edge cloud-based software. Our collective expertise has equipped us to delve into the realm of workplace analytics and insights, setting the stage for a dynamic and forward-thinking venture. In this report, we proudly present our findings and the incredible potential that Phoenix Analytics and Cloud 11 bring to the world of modern business.

## **Roles and Responsibilities**

Chief Executive Officer (CEO) Abhishek Roy	Chief Tech. Officer (CTO) Tanisha Agrawal	Chief Marketing Officer (CMO) Nikhil Rawat	Chief Operating Officer (COO) Ishita Goyal
 Providing visionary leadership to guide the growth and market adoption of our ground-breaking talent management, compensation, and well-being solutions	 Leveraging state-of-the-art technology to design, develop, and continuously enhance our data-driven, AI-infused people analytics products, ensuring they remain at the forefront of innovation	 Crafting and executing a results-driven marketing and branding strategy to position our products as the industry's preferred choice for talent management and employee well-being	 Executing streamlined operational strategies to optimize the delivery, quality, and efficiency of our workforce solutions, ensuring a seamless customer experience

## **Finding our customers, Starting with the problem (Pains)**

In the era of digital transformation and globalisation, companies are becoming more complicated by the minute and need a higher level of sophistication in their management to prevent complications. Some of the most common challenges companies face in 2023 are: Talent acquisition and retention, skill gaps within the workforce, designing competitive and attractive benefit packages while managing costs, employee engagement and well-being, workforce diversity, inclusion, and planning performance management, compliance, and regulations.

## **At Phoenix Analytics, we aim to address most of reoccurring problems in the modern workplace**

**Customer segment:** To begin with, our target customers would be heads of large or medium enterprises, such as the Chief of Human Resources, Chief Executive Officer, Chief of Finance, and business owners or partners—someone who has the authority to make company-wide operational decisions. Our target sectors would be tech, healthcare, financial services, retail, education, and manufacturing.

### **Customer Jobs**

#### **Functional needs**

1. Identifying the need for training and development to address skill gaps and leadership development issues
2. Data-driven compensation decisions to address employee well-being and job satisfaction issues
3. Instilling effective communication to address performance management and workforce planning issues
4. Improving and developing in-house talent to address retention and package design issues

#### **Social needs**

1. Improving work-life balance to address employee engagement, well-being, and retention issues
2. Improving team dynamics to address performance management, compliance, regulation, and workforce diversity and inclusion issues

#### **Emotional needs**

Improve employee well-being and mental health to address employee engagement, well-being, performance management, and retention issues.



### **What if the problems were to disappear? (Gains)**

Most of the problems stated above don't arrive in a discreet manner; they are heavily correlated to each other.

To further our complications, they don't all have the same solution. To tackle them effectively, the company must realise the following:

Gains: increase in productivity, efficient decision-making, improved employee engagement, optimising the workforce, improving talent identification and management, enhancing collaboration, work-life balance, risk mitigation and compliance, and increasing retention.

**The Phoenix solution:** In order to fix all the problems stated above and to reach optimal performance, we designed a state-of-the-art cloud-based engine called Cloud 11, capable of sharing real-time insights on various critical people analytics factors.

Furthermore, the intuitive user interface and collaboration options make it easy to add to the company's existing workflow. Cloud 11 makes use of artificial intelligence which makes use of ethical machine learning algorithms, natural language processing, deep learning algorithms in order to give actionable insights, process data, enhance security and increase compliance while adhering to privacy norms

#### **The main features of this engine include:**

- 1. Smart Talent Search and Skill Builder:** A one-stop solution for identifying young talent within the company in each sector. This software conducts companywide tests and compiles the historical data of experience, skills, and performance into a score that determines their eligibility for career advancement and skill enhancement. Moreover, this software also recommends further training and development for the employee in their chosen career path, the data for which is collected through surveys. This feature remains up-to-date with the trends in the market and makes recommendations on training employees to close any skill gaps.
- 2. Smart compensation:** This is a data-driven solution for identifying employees for potential increments in their base pay. It considers the experience, performance, and previous growth of the employee to make recommendations for adjusted compensation. Its utility also extends to assessing workloads, identifying key participants, and highlighting them to upper management for a bonus or a raise.
- 3. Employee Happiness Index (EHI):** The EHI is a comprehensive predictive model that considers a wide range of data points, including employee engagement surveys, work hours, task completion rates, stress levels, physical activity data, and external factors like local news sentiment or economic indicators. It can use advanced sentiment analysis and facial recognition technology to measure employees' emotional states, job satisfaction, and engagement levels in real-time.
- 4. Team Chemistry Improver:** This solution is aimed at improving the overall team productivity, for which it uses the following methods:  
  
Engaging in custom team-building exercises, conducting emotional intelligence, inclusivity workshops, and effective communication workshops, fostering a real-time feedback system where peers can acknowledge individual contributions or give them constructive criticism, conflict resolution with the help of a team mediator, who would help the parties at disagreement to come to a constructive conclusion and ensure a win-win situation, providing a cloud platform for efficient cross-team collaboration.  
  
The team chemistry improver also helps to predict the chemistry of a team based on the members' past collaboration data and allows managers to assemble harmonious teams. Furthermore, it benchmarks the performance of the team before and after using the team chemistry improver to quantify the improvement.
- 5. Balance:** This solution makes use of AI to identify employees who work overtime often or have an excessive workload. It can make use of the EHI to quantify stress levels and relate them to an unhealthy work-life balance. It uses historical data to identify trends in overtime, irregular working hours, and excessive meetings. It conducts surveys to find preferred working hours and conditions to give tailor-made work-life plans that contain tips about time management and self-relaxation. It also monitors individual clocks for patterns and time to forecast burnout.

**Cloud 11 delivers all the actionable insights in real time through personalised dashboards which are capable of slicing data in multiple dimensions to gather, not only that it also provides personalised insights to employees to help them perform better according to their specific needs and goals. It also delivers forecast information by the use of predictive analytics to allow for better planning. The sector managers get key insights on employee data which help them identify individuals at risk for burnout, attrition, skill shortage.**



## Fixing the Fix (Addressing the problems related to people analytics)

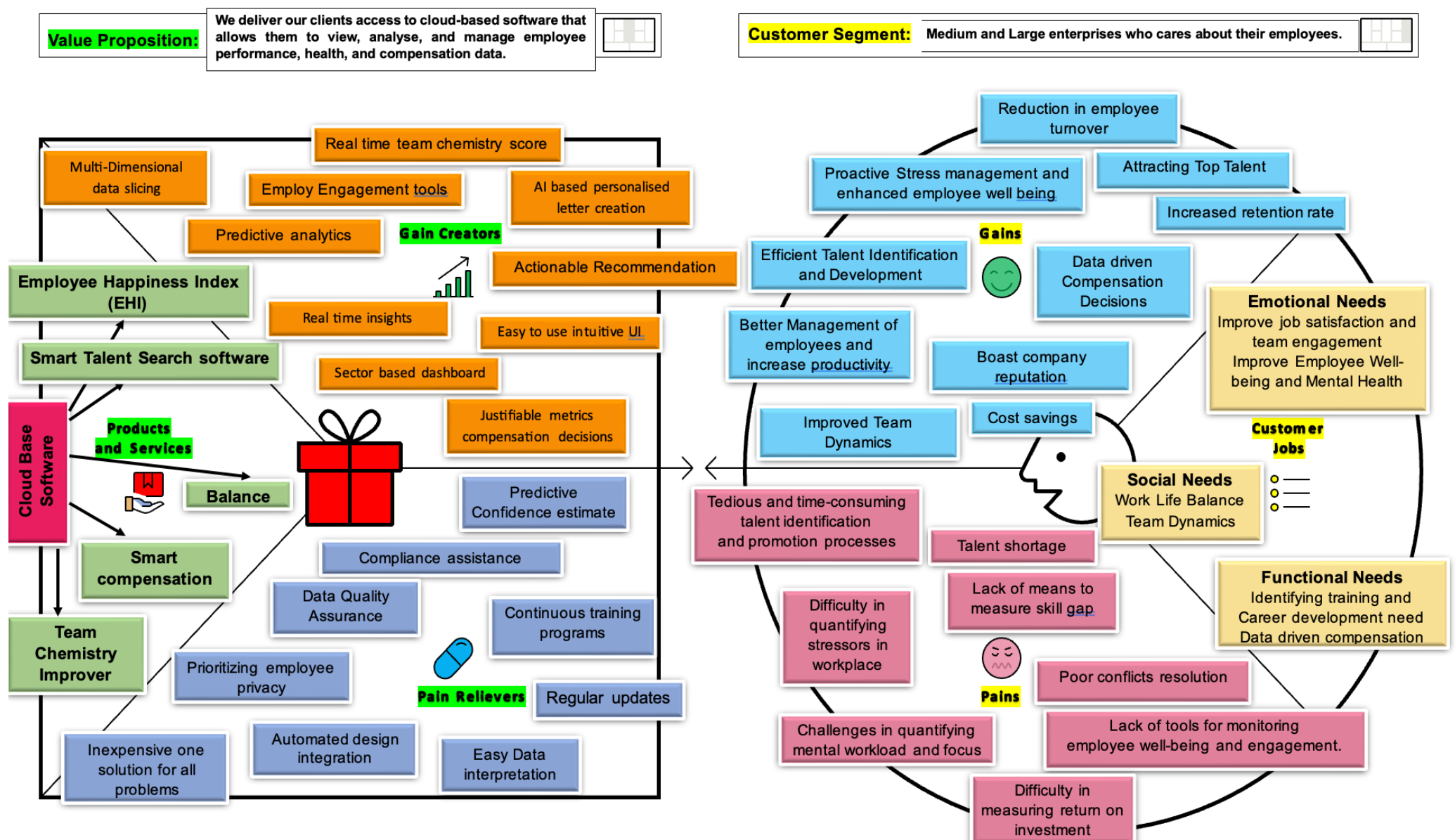
Though people analytics promises to fix a lot of problems, it is still a developing field and can lead to major issues if not performed correctly. At Phoenix, we act proactively to negate all future risks to ensure better decision-making.

Potential problem	Solution
<b>Ethical concerns regarding privacy and infringement of data</b>	We implement anonymization techniques while collecting data while still maintaining insights.
<b>Data quality and availability</b>	We make use of concurrent data validation tools and data integration tools to maintain data accuracy and availability.
<b>Resistance and Trust issues</b>	We believe in open communication and rely on continuous education to embrace data-driven decisions.
<b>Human/Data Bias</b>	The collected data goes through concurrent audits and refinement in order to filter out any bias; we also diversify our sources to solve the problem at its root.
<b>Data interpretation mistakes</b>	We employ top analysts in the field to interpret the data and provide options for an outside hire, depending on the customer. We prioritise data visualisation to ensure clarity
<b>Overreliance on quantitative data</b>	We conduct surveys, interviews, and focus groups to collect qualitative feedback.
<b>Lack of resources</b>	We are completely cloud-based and offer affordable tools for sustainable growth.

## Conclusion:

Phoenix Analytics achieves a robust product-market fit with Cloud 11, a state-of-the-art people analytics solution. By addressing critical challenges in talent acquisition, retention, skill gaps, compensation, engagement, diversity, and compliance, Cloud 11 provides real-time, ethical AI-driven insights. Tailored for sectors like Technology, Healthcare, and Retail, it offers personalized recommendations and ensures optimal workforce management. Phoenix Analytics' Cloud 11 stands as a pivotal solution, perfectly aligned with market needs, fostering enhanced productivity, engagement, and strategic decision-making for businesses across diverse industries.

## The Value Proposition Canvas





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