

**Approach in Analytics**  
Students' perception  
vs  
Industry reality





# Surya Teja Sarvepalli

BE – Electronics and Communications  
Master of Analytics  
Research Assistant, Fin Ed



# How it started?

Google

how much data is generated every day?



Google

how much of the data is actually used in collected data worldwide?



**01** There are 2.5 quintillion bytes of data created each day

Over the last two years alone 90 percent of the data in the world was generated

**02** Only 0.5% of All Data is Currently Analyzed

**Perception 1:**

The data is waiting to be analysed



Project: Determine the Customer Life Time Values of the customers of a bank so that they can be segmented and relevant strategies can be designed and the right customers can be targeted.

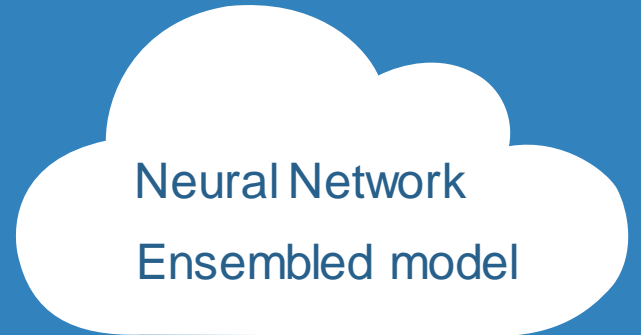


**Surya**

Which one is the best approach?

Misclassification rate, ASE

**Student 2**



**Student 3**

**Perception 2:**

Model is selected based on measurement metrics

**Perception 3:**

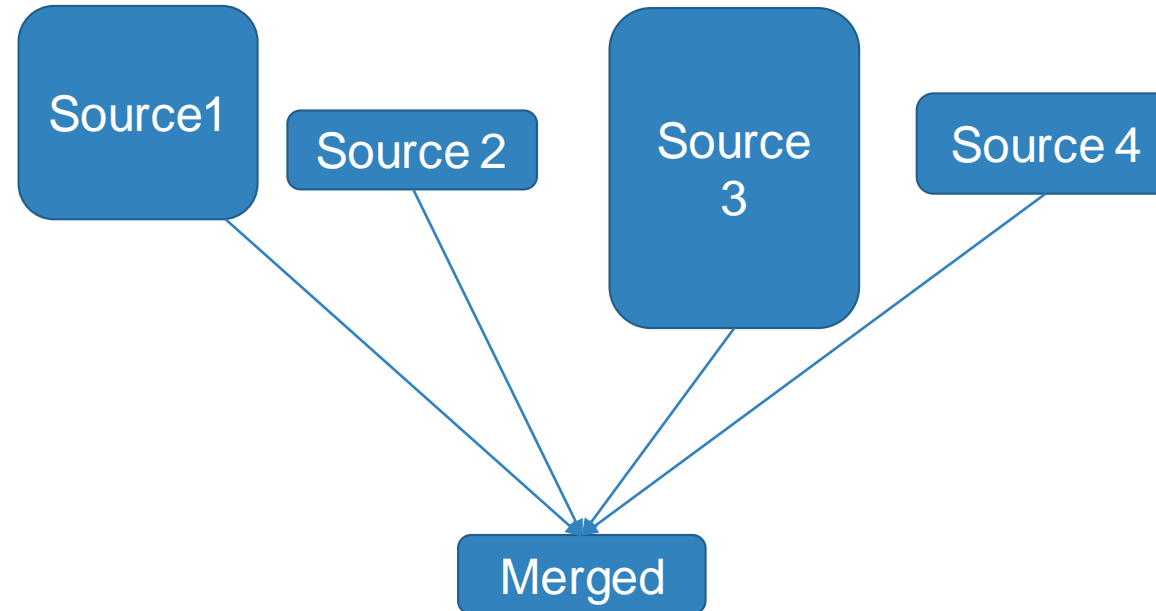
If something is wrong, it is on me. Try until the model is perfect

## Applied Project



## Digital Marketing startup – Aro Digital Business Analyst and Digital Marketer

Task: Consumer Analysis and find the most profitable customers



### Perception 1:

The data is waiting to be analysed

### Reality 1:

Meaningful analyses cannot be performed for various reasons like data quality

Wellingtonians? Coffee catch up . . .



**Evan Wilson**

Director, Analytics Services at Qrious Limited

**Christopher Cochet**

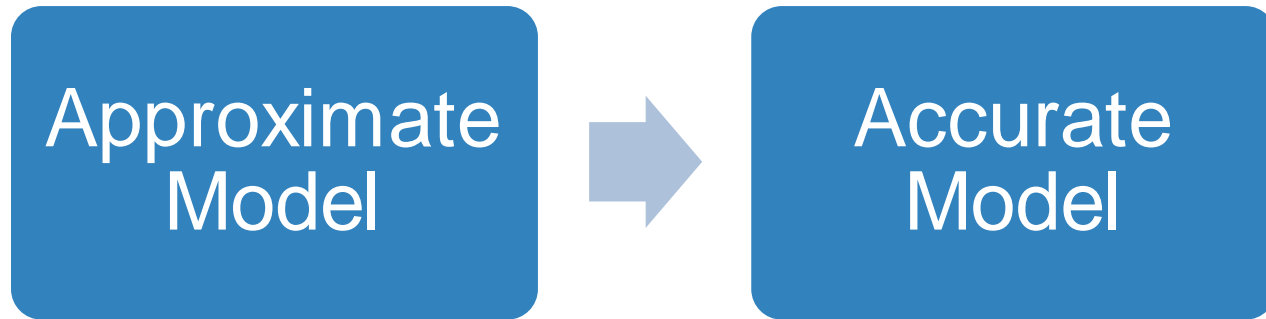
Customer Insight Analyst (Marketing) at Z Energy



**Vimit Kapoor**

Head of Retail Models, ANZ, New Zealand

# What to do if the data is not enough to build a perfect model?



## Perception 3:

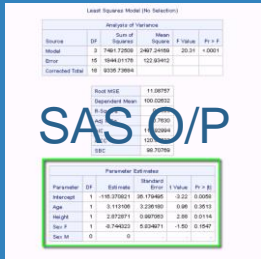
If something is wrong, it is on me. Try until model is perfect

## Reality 3:

Identify if the data needed is not being collected properly and focus on it

# How to select a model?

## Practicality and contextual



Least Square Model (No Selection)

Analysis of Variance				
Source	DF	Sum of Squares	F Value	Pr > F
Model	3	7401.72208	2487.24588	20.21 < 0.0001
Error	16	9448.61776	122.85852	
Corrected Total	19	16850.33984		

Root MSE: 11.08787  
Dependent Mean: 100.02820  
R Squared: 0.4341  
Adjusted R Squared: 0.39945  
SBC: 86.70796

Parameter Estimates					
Parameter	DF	Estimate	Standard Error	t Value	Pr >  t
Intercept	1	110.37502	20.77966	5.32	0.0005
Age	1	2.11159	1.22810	1.72	0.1015
Height	1	2.87287	0.88760	3.24	0.0114
Sex F	1	-0.74422	0.82487	-0.90	0.3747
Sex M	1	0	0		

Core / Organisation System

Testing

Implementation

Production

Monitoring



### Perception 2:

Model is selected based on measurement metrics

### Reality 2:

Based on both Technical and Business needs



# Common observations



Prove their technical ability



Team – Jack or King



Intuition



Ethical considerations





# Esther Jaspers

Program Leader of Master of Analytics – Massey University

## Interesting stuff

- Number of enrolments doubled this year vs 2015
- Board meeting is held twice a year and SAS is also a member
- Good proportion of part-time students

## Should continue

- Industry collaborations (like SAS)
- Internships
- Block modes
- Guest lectures

## Can improve on few



Thank You