

**Approach in Analytics:
Students' Perception vs Industry Reality (B)**
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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.

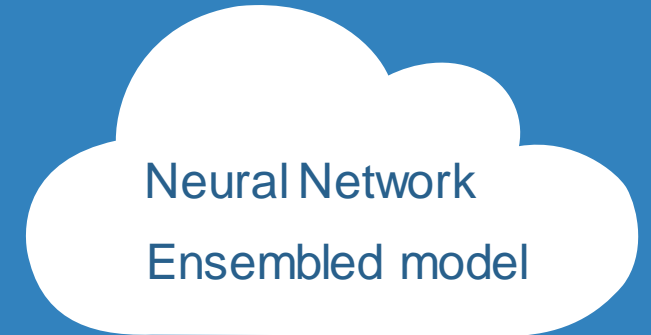


Surya

Which one is the best approach?

Misclassification rate, ASE

Student 2



Student 3

Perception 2:

Model is selected based on measurement metrics

Perception 3:

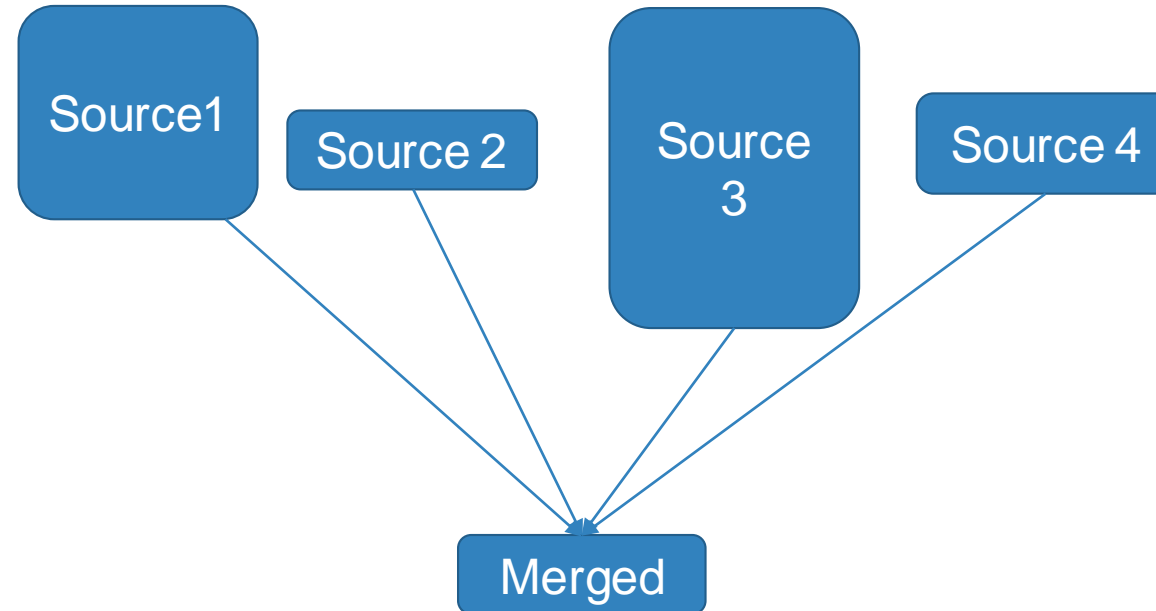
If something is wrong, it is on me. Try until the model is perfect

Applied Project



Digital Marketing startup 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

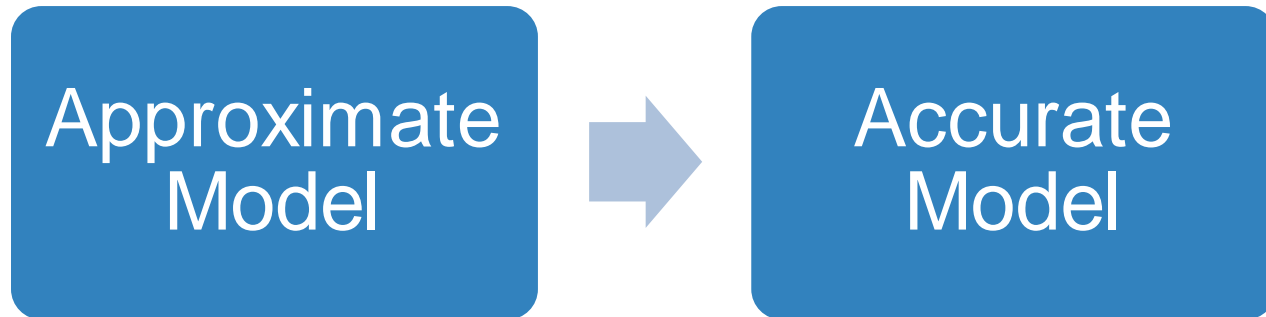
Customer Insight Analyst (Marketing) at Z Energy



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:

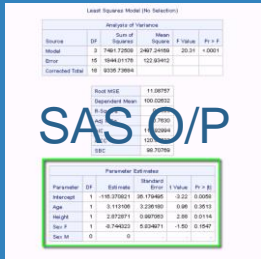
If something is wrong, it is on me. Try until model is perfect

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: 100.03920
R Squared: 0.4334
Adjusted R Squared: 0.3994
SBC: 98.70796

| 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 | 1.22895 | 1.72 | 0.1015 |
| Height | 1 | 2.87287 | 0.98769 | 2.91 | 0.0114 |
| Sex F | 1 | -0.74422 | 0.32487 | -2.30 | 0.0347 |
| Sex M | 0 | 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

Questions / Views / experiences