



Ensuring Model Performance A Business Manager's Perspective

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BACKGROUND

Operational Research

Selling Models

Modelling Process

Analytics

Implementing Models

Process

Data QA Standards

Analyzing Results

Optimized Marketing

Data

TYPES OF MODELS

Acquisition

Pricing

RETENTION

Up-Sell

Cross-Sell

Segmentation

WHY THIS TOPIC

“BLACK BOX”

Hard to Sell

Hard to Explain

**Implementation
Issues**

Will it work?

STARTING POINT

TEAM



SOW

Insert Your Company Name Health & Safety Procedure
Display Screen Equipment

Display screen Equipment

User Guide

Introduction

The document provides guidance to employers and employees so that the risks arising from the use of VDUs and other display screen equipment used for work can be minimized.

Minimizing risks include the assessment of your existing furniture, equipment, work environment and job design. Any risks identified have to be notified as soon as reasonably practicable.

The primary purpose of the guide is to ensure that you have equipment, furniture and surroundings that enable you to work in comfort.

The completion of assessments cannot be effective without the input of you, the user. This guide has been provided to help you to understand the law, to meet Insert Your Company Name's obligations and the part that you play in helping to meet them, together with providing a written training reference for your continued safe use of display screens etc.

This guide also gives some common sense advice about how you can achieve comfort at your workstation, and gives hints and tips on overcoming some of the problems that may arise.

There is no reason why you should not be able to carry out your work in complete safety, provided that a sensible approach is adopted by all concerned.

Please read this guide carefully, and always ask questions if there is anything that is unclear. You will also be provided with information about:

- The arrangements for eye tests if you request one;
- How to report problems through the Defect Reporting Procedure;
- The need for you to complete a workstation assessment;
- Any risks that have been identified as a result of an assessment and the proposed action to remedy those risks.

This guide is intended to meet the necessary training requirements. It is important that you read this guide and keep it in a safe place for reference.

Screen

The screen must be able to tilt and swivel easily so that you can adjust the viewing angle. Make sure that the mechanism works - report it if it needs servicing.

There should be a contrast or brightness control.

The screen should be separate from the keyboard. It should be capable of being safely placed at a height that is comfortable for you.

The images on the screen should be stable, without flicker and legible. Clean the screen regularly. Reflections or glare can usually be avoided by slightly changing the angle or position of the screen upon the desk. Use window blinds where these are available. If all else fails as a last resort, an anti-glare filter may be necessary. Special cleaning materials may be needed for screen filters. Try to position the face of the screen at 90° to any window.

Keyboard

It should be possible to raise the height at the back of the keyboard, usually by small 'legs'.

The cable on the keyboard must be long enough to enable you to place it where you want it.

The keys should be legible and should function correctly.

WHAT IS RARELY DEFINED



1. Owners of every required data set
2. Data procurement
3. Data definitions
4. Documentation
5. Discussions
6. Scenario evaluations
7. The actual process of transmission and qa

CAN WE HAVE A BULLET PROOF MODEL?



**DOES HISTORY REPEAT
ITSELF?**

MISSING/FLAWED DATA

**LACK OF BUSINESS
INPUT**

**IMPLEMENTATION
ISSUES**

CRITICAL SUCCESS FACTORS IN A MULTI-CLIENT ENVIRONMENT

1 Client
Contact

“Reality behind the Data”

2 Data
Reality Check

“GIGO assurance”

3 Feasibility
Assessment

GO/NO GO Decision

4 Client Mental
Model

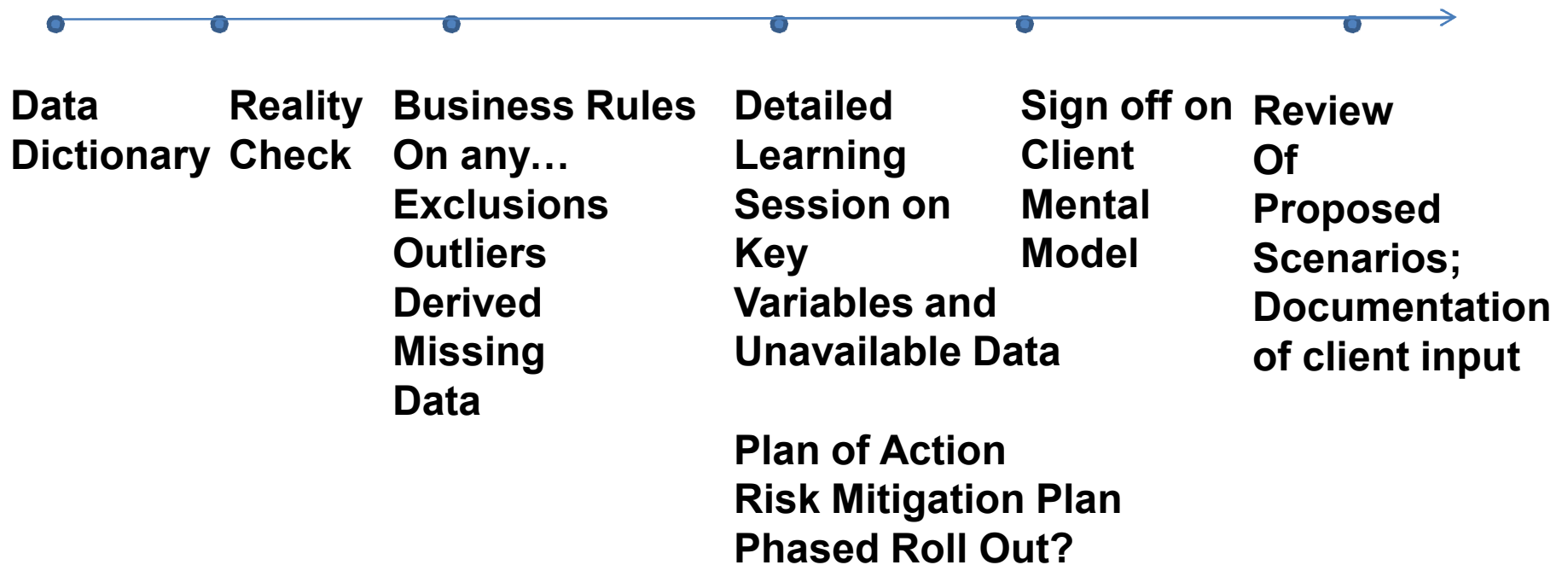
“Intuition & Knowledge”

5 Model Test
Plan

6 Finalize Scope
& Planning

7 Model QA

CLIENT INVOLVEMENT HIGHLIGHTS

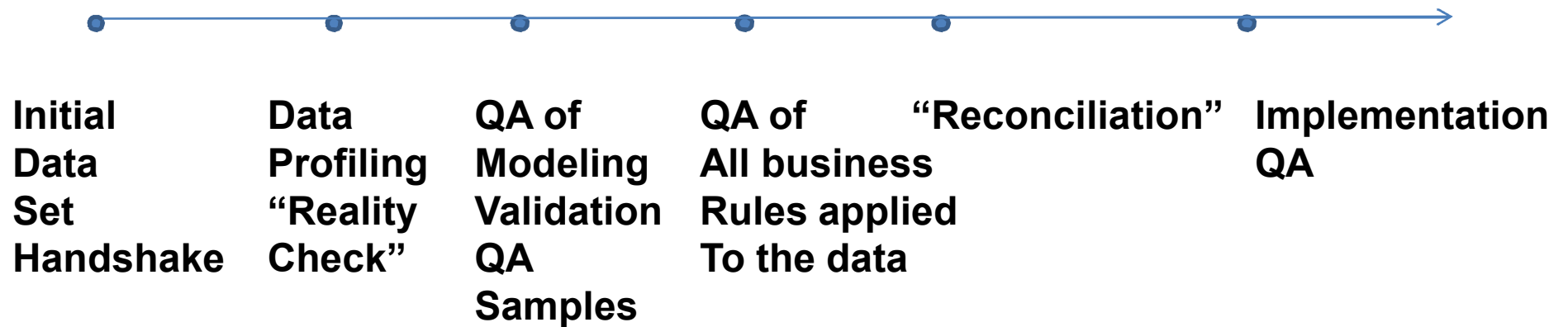


NEWS FOR MANY CLIENTS

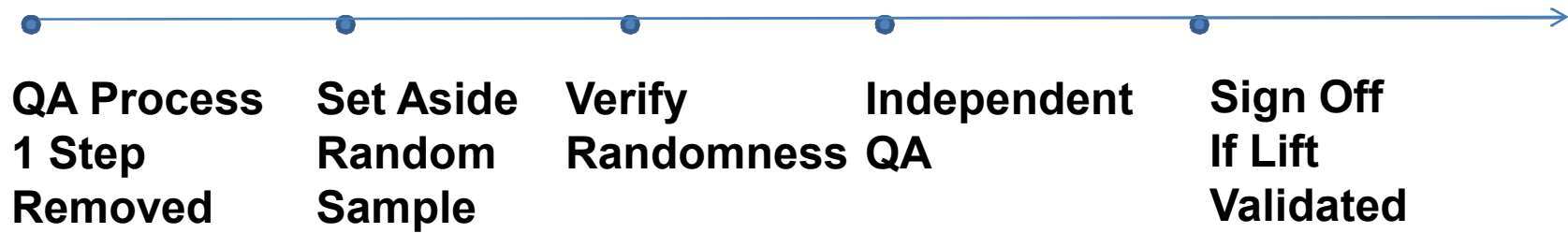


1. Model needs their time
2. Information gathering required across the enterprise
3. Their decisions are critical to the outcome
4. Their intuition is very valuable

Data Process Highlights:



Model QA Highlights:



DATA PROCESS FEEDBACK



1. Do we really need a QA function? (Modellers)
2. Surprised with amount of IT time required (Client)
3. Difficult to build this into initial scope, don't want to scare the potential client (Business Development)



THE BULLET PROOF CHECKLIST

- Fight for Client Engagement
- QA Function Separate from
Modelling
 - Fight for Testing Budget
- Feasibility Assessment and GO/NO
GO Framework

Q&A

Selected Client Quotes

Gene completed a process and capabilities audit of my execution team. She presented the results in an insightful and actionable way. As a consultant to my business she was professional, a pleasure to work with and always delivered on time and on budget. In turning her recommendations I subsequently engaged Gene to pilot the new processes on critical Client projects. There was never a doubt that the work would be delivered flawlessly. She also was able to lend her critical thought to the client's strategy and added incremental value. She very quickly secured a position of a thought leader with the client and proved to be a natural leader.

It was a pleasure working with Gene as she added tremendous value on every project.
I would not hesitate to recommend her.

Managing Director, Digital Practice
Capital C

Gene was invaluable in helping us to develop a robust process to support Nissan's CRM programs. We were already experienced working with customer data, but she helped us to take it to the next level of strategy and analysis. She quickly identified the people and process gaps we had, and developed a roadmap for us to improve. Her expertise and experience were invaluable, and I would definitely use her again"

Senior Account Director, Nissan & Infiniti
Capital C

Gene has an amazing aptitude for strategic, operational and database-intensive thinking. What she provides is invaluable to any organization. By asking all the right questions, Gene has a way of drilling down to the core of strategic and operational issues, analyzing their inefficiencies, and then recommending and building a more robust and solid organizational process. We enjoyed working with her and are hoping to bring her back.

Account Director
Rivet/DRAFT FCB Healthcare