



**ADVANCED ANALYTICS
THE POWER OF THE INEVITABLE...**

High performance. Delivered.

Strategy | Consulting | Digital | Technology | Operations

01

WHAT IS ADVANCED ANALYTICS?

CLIENTS NEED BOTH DESCRIPTIVE AND
ADVANCED ANALYTICS TO BECOME
MORE INSIGHTFUL DECISION MAKERS WHO
IMPLEMENT **MORE IMPACTFUL**
INTERVENTIONS TO IMPROVE
BUSINESS OUTCOMES, I.E. THE “NOW
WHAT”.

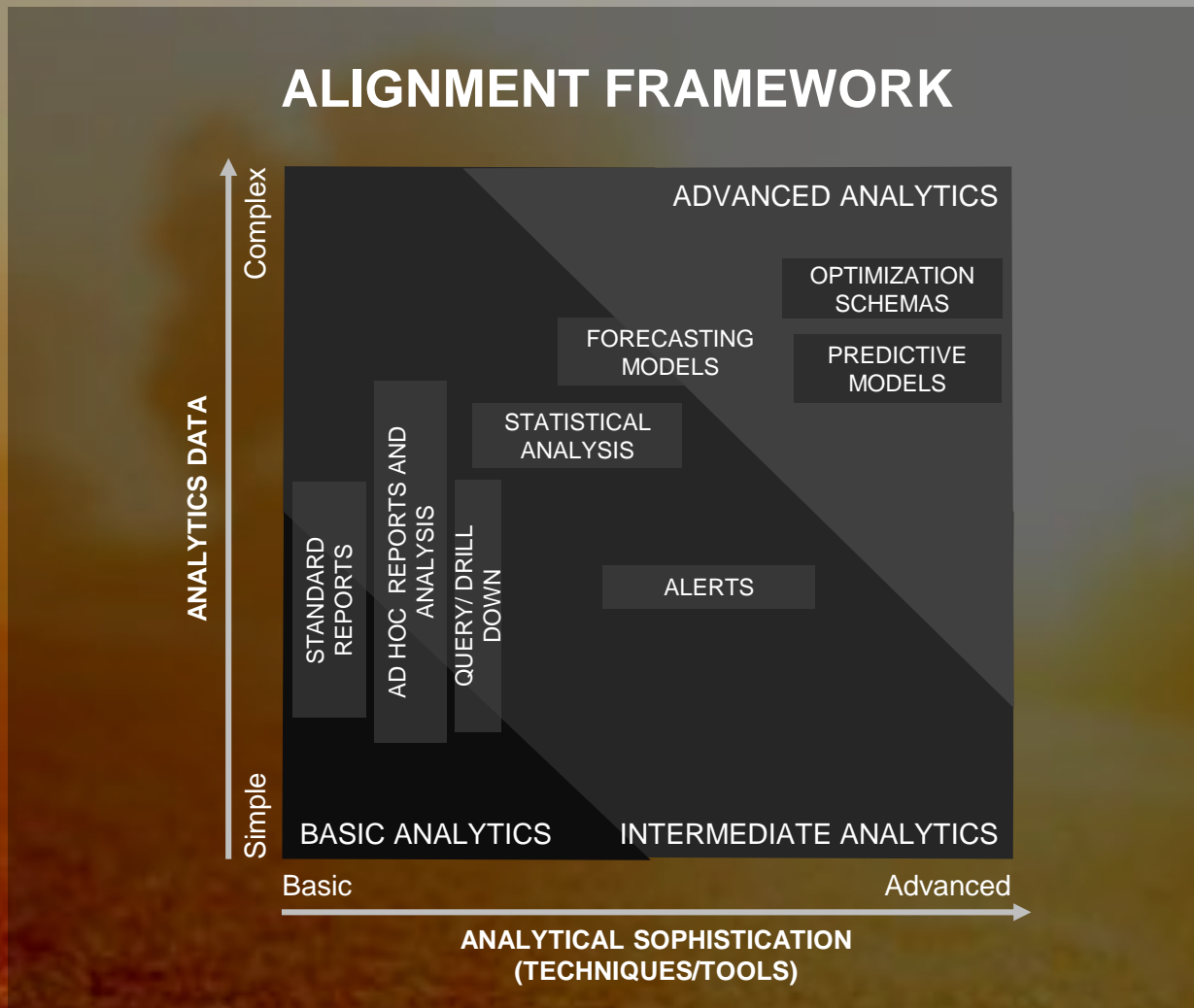
THE WHAT...

IS RETROSPECTIVE LOOKING.

... AND SO WHAT!

IS FORWARD LOOKING

“What’s the best that can happen?”	OPTIMIZATION SCHEMAS
“What will happen next?”	PREDICTIVE MODELS
“What if these trends continue?”	FORECASTING MODELS
“Why is this happening?”	STATISTICAL ANALYSIS
“What is happening?”	ALERTS
“What exactly is the problem?”	QUERY/DRILL DOWN
“How many, how often, where?”	AD HOC REPORTS
“What happened?”	STANDARD REPORTS



02

WHY IS IT IMPORTANT?

COMPETITION IS MOVING BETWEEN SECTORS

INSURANCE

TELCO

RETAIL

AUTO

ENERGY

INTERNET
GIANTS

BANKING

STARTUPS



DATA IS THE NEW OIL



YOU MUST TAKE
ADVANTAGE OF THE
OPPORTUNITIES

03

WHO IS DOING IT RIGHT?

BEZOS PRESENTS AMAZON AS A “DATA DRIVEN COMPANY”



75% OF VIEWER
ACTIVITY IS
BASED ON
SUGGESTIONS



WITHIN THE FIRST
FIVE YEARS SALES
HAD RISEN OVER
50%



ANALYTICS IS DRIVING PASSION FOR SUCCESS AT TEAM SCA





Strategy | Digital | Technology | Operations

Team SCA
Analytics Driving
Passion for Success

High performance. Delivered.



04

HOW ARE THEY DOING IT?

DISRUPT

ANALYTICAL CULTURE

OPERATING MODEL



THEY DISRUPT THE INDUSTRY AND THEMSELVES



ANALYTICS IS CULTURE



DEPLOY A OPERATING MODEL THAT LEVERAGES ADVANCED ANALYTICS

KEY TAKEAWAYS

ADVANCED ANALYTICS IS CRITICAL FOR SUCCESS

OBSERVE WHAT THE LEADING PLAYERS ARE DOING
OUTSIDE OF YOUR INDUSTRY

CREATE A STRONG CULTURE OF ANALYTICS TO
BECOME A CROSS-INDUSTRY LEADER!



ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world's largest delivery network — Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 358,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

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