Business Strategy & Creativity

Art

+

Data Science & AI

Fact

=

We are

ARTEFACT

CONSULTING	FRONT OFFICE ANALYTICS	DATA SCIENCE & ENGINEERING
Strategy Consultants / Data Product Owners	Marketing Experts / Data Analysts	Data & ML Engineers / Data Scientists

Our Mission

Transform Data into Value & Business Impact

Our Clients

SOCIETE GENERALE · orange bank · J.P.Morgan · CA · AXA · BNP PARIBAS ASSET MANAGEMENT · Schroders

LVMH · Unilever · L'ORÉAL · NATIXIS BEYOND BANKING · MAIF · SAMSUNG · ARDIAN

Akhilesh Kale
Consulting Director
Financial Services Lead
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The financial services industry is doubling down on investing in Data & AI capabilities.

75%
Of large banks with $100B + in assets implement AI

88%
Investment increase in 2023 in corporate data and analytics initiatives

$447B
Aggregate potential cost savings for banks from AI applications in 2023

So have
46%
of smaller banks

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Despite these lofty intentions, Data & Analytics projects have often disappointed.

Only 20%

of analytics insights deliver tangible business outcomes.
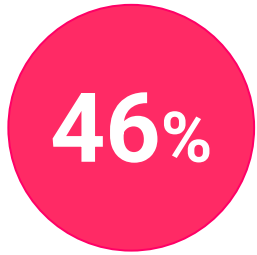
Just 24%

of CDAOs say their organization is data driven

Majority of Data Science projects never make it to production...

... Once in production

only 20%

boost the bottom line.

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LISTEN TO YOUR INNER VOICE OR FOLLOW THE DATA?

Preferring gut instinct is prevalent

46% of C-suites favor gut instinct

"Data Driven Organizations" are

23x more likely to acquire customers

6x more likely to retain customers
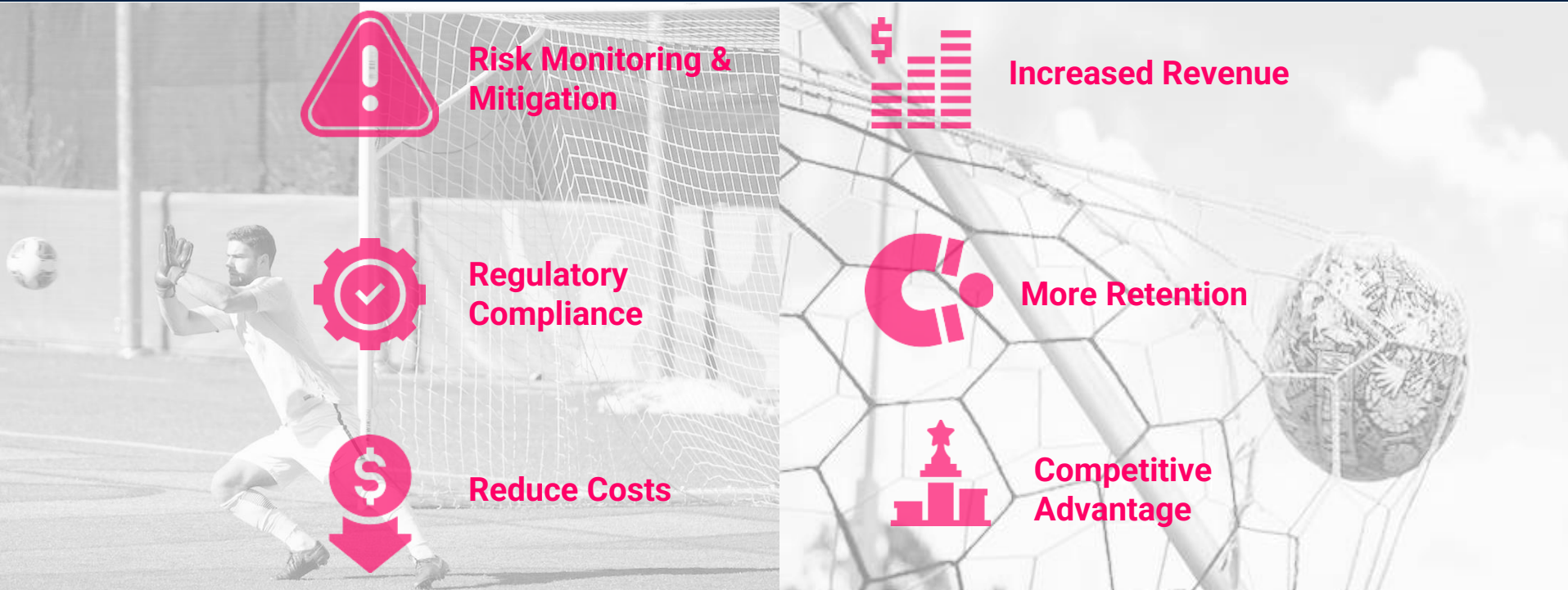
19x more likely to be profitable

Leverage data/AI to hone our gut instinct and unpack gut instinct to hone our data/AI.

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KNOW YOUR GAME:
DEFENSIVE OR OFFENSIVE VALUE?

Risk Monitoring & Mitigation

Regulatory Compliance
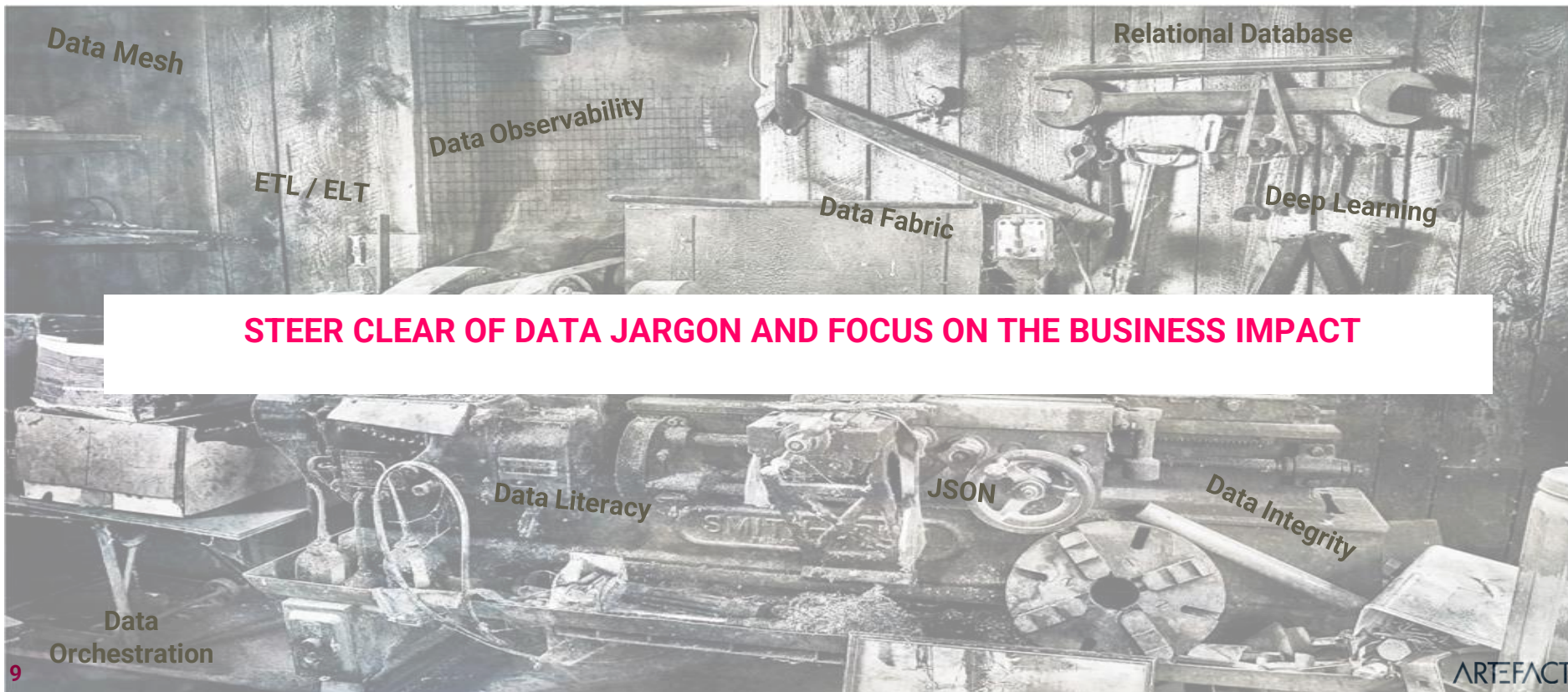
Reduce Costs

Increased Revenue

More Retention

Competitive Advantage

Qualify each data & analytics initiative using core value drivers

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The best kept secrets to **maximize value and receive buy-in** for your data & analytics initiatives.
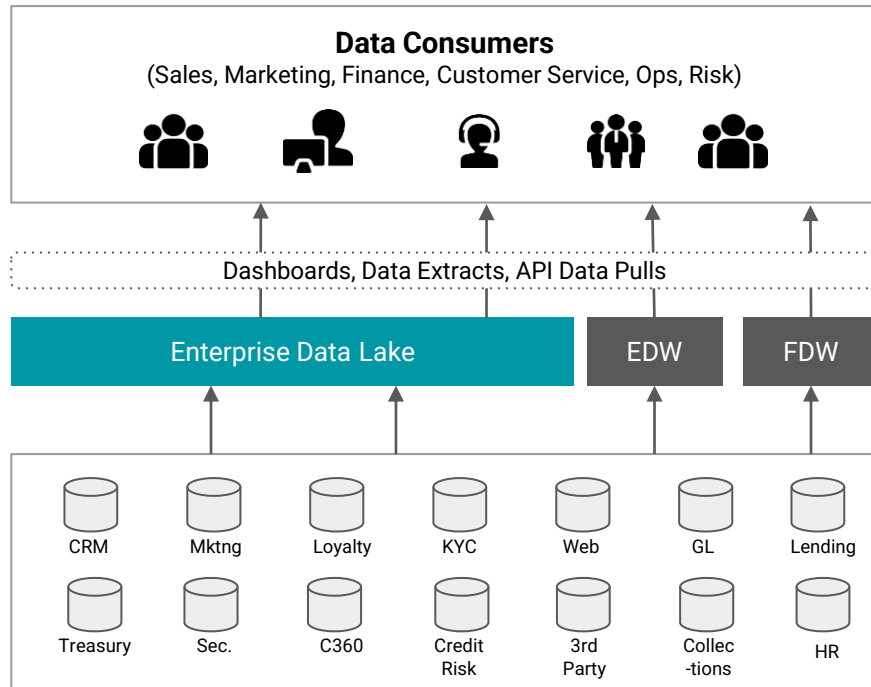
SPEAK THE LANGUAGE OF THE BUSINESS

STEER CLEAR OF DATA JARGON AND FOCUS ON THE BUSINESS IMPACT

SPEAK THE LANGUAGE OF THE BUSINESS
SECURING BUY-IN TO LAUNCH A DATA TRANSFORMATION ANCHORED TO DATA MESH PRINCIPLES

Situation | **SLOWER TIME TO MARKET | LACK OF TRUST | HIGH COSTS**

Data Consumers
(Sales, Marketing, Finance, Customer Service, Ops, Risk)

Dashboards, Data Extracts, API Data Pulls

Enterprise Data Lake | EDW | FDW

CRM | Mktng | Loyalty | KYC | Web | GL | Lending

Treasury | Sec. | C360 | Credit Risk | 3rd Party | Collec-tions | HR

- Expensive **delays** in retrieving the needed data
- Sales, marketing and finance running **heavy manual transformations** post extraction
- No control on data quality resulting in **lack of trust**
- **Overburdened** "Central Data Team" with a backlog of requests
- **High Costs** of Centralized Maintenance, poor tech ROI

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SPEAK THE LANGUAGE OF THE BUSINESS

—

SECURING BUY-IN TO LAUNCH A DATA TRANSFORMATION ANCHORED TO DATA MESH PRINCIPLES

What did we **not say**?

To realize business goals, we need investment for a data transformation program where we want to adopt a **"Data Mesh" approach using microservices architecture on our cloud** enabling **domain driven ownership** of **enterprise data assets** underpinned by **common data governance principles** to maintain **stewardship and data quality** and increase **data literacy**.

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SPEAK THE LANGUAGE OF THE BUSINESS

—

SECURING BUY-IN TO LAUNCH A DATA TRANSFORMATION ANCHORED TO DATA MESH PRINCIPLES

The early conversations with the business leadership were **using language the business would understand with a focus on IMPACT**

The initial investment in the data transformation program will lead to:

✅ **25-50% faster** customer onboarding

✅ Accuracy in product tailoring (Rates, LTV, Account Fees) to stay **competitive in a market of lending fintechs;** boost **cross sell**

✅ Enabling the marketing team to share accurate omni-channel campaign results with finance to **optimize the marketing budget**

✅ Saving the front office regional teams **5 days/month in manual data cleanups for targeted conversations**

✅ Finance & Controllership having **autonomy on regulatory reporting** eliminating dependency on central IT

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YOU DO NOT HAVE TO BE THE SUPER HERO

PROVIDE INCENTIVES TO BUSINESS AND IT FOR ALL TO WORK SMOOTHLY TOGETHER

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YOU DO NOT HAVE TO BE THE SUPER HERO

—

HOW WE BUILT A CUSTOMER DATA PLATFORM WHILE HEAVILY RELYING ON BUSINESS & TECH RESOURCES

With a small team with **only three data product managers** reporting to the CDO...

Business was convinced

IT owned the engineering resources

Data team needed had to orchestrate the show
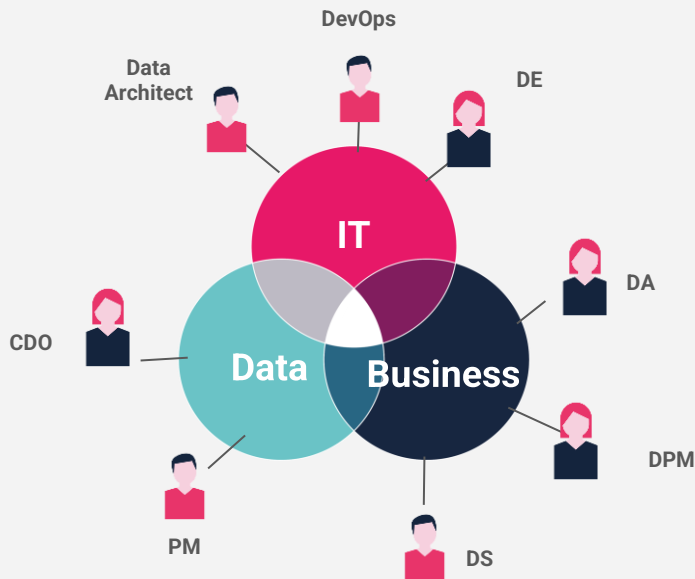
DevOps

Data Architect

DE

IT

CDO

Data

Business

DA

PM

DS

DPM

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HOW WE BUILT A CUSTOMER DATA PLATFORM WHILE HEAVILY RELYING ON BUSINESS & TECH RESOURCES

...the pie had to be **shared**

Data Team
Got the product backlog

PRODUCT OWNERSHIP

BUSINESS TECH PARTNERSHIP / TRUST

DATA MGMT ROADMAP

Business Team
Got the vision & partners to execute

REVENUE GROWTH PLAY

OMNI CHANNEL MARKETING

PRODUCT ROADMAP

IT Team
Got platform ownership

CLOUD INFRA AMBITION

ACTIVATION / REVERSE ETL OPPORTUNITY

ANALYTICAL PLATFORM

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UNITE THE RANKS, MOBILIZE THE LEADERS

CRAFT A TACTFUL APPROACH TO ONBOARD LEADERSHIP AND TO UNITE THE TEAMS ON THE GROUND
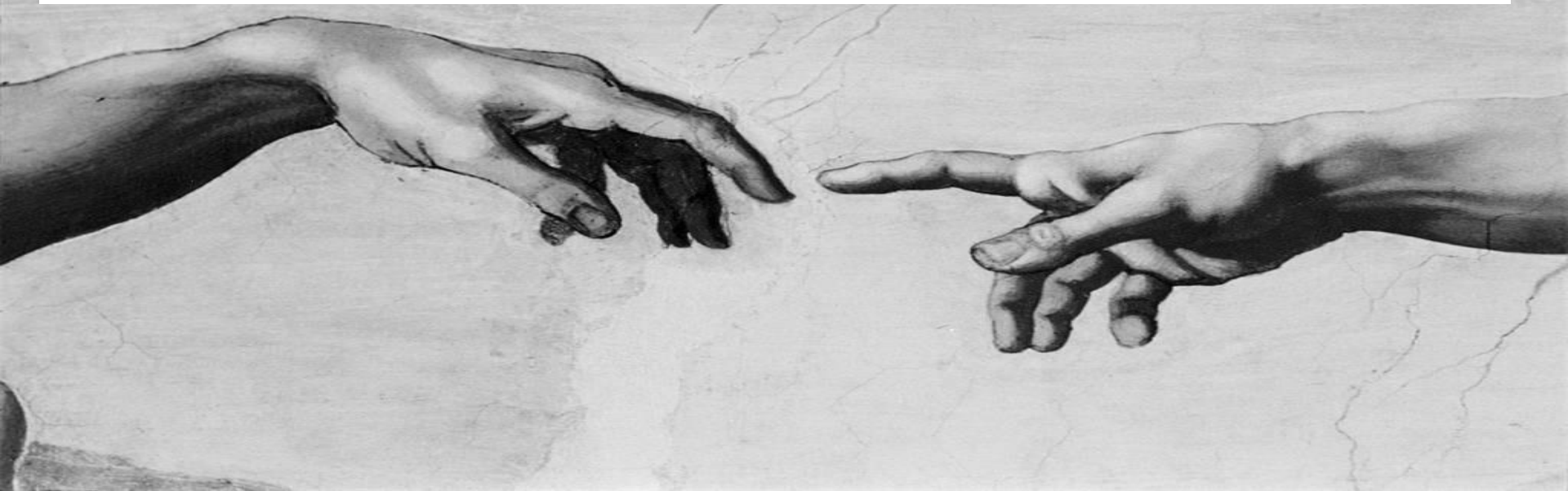
UNITE THE RANKS, MOBILIZE THE LEADERS
LAUNCHING A DATA QUALITY PROGRAM

Situation | POOR DATA QUALITY | INEFFECTIVE DATA PRODUCTS | NO BUY-IN FROM LEADERSHIP

TOP-DOWN

CDO BRIEFED C-SUITE ON LOST REVENUES AND INCREASING COSTS DUE TO POOR DQ

QUANTIFIED LOST REVENUE & HIGH COSTS DUE TO POOR DATA QUALITY
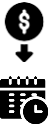
TO DEMONSTRATE THE TIME WASTED, EACH LEADER MADE TO CLEAN A REAL WORLD DATA SET IN EXCEL

HIGH COSTS OF POOR DQ WAS UNDERSTOOD | A PRACTICAL SOLUTION WAS SOCIALIZED

3 DOMAINS PRIORITIZED FOR LAUNCHING THE DATA QUALITY PROGRAM

DEMONSTRATED IMPACT TO THE BUSINESS ANALYSTS THROUGH A DQ ENGINE PILOT

CDO TEAM ENGAGED BUSINESS ANALYSTS TO UNDERSTAND IMPACTS CAUSED DUE TO POOR DQ

HYBRID PODS
SPRINT RETROSPECTS
ASK ME ANYTHING HOURS
COFFEE-CHATS
SURVEYS, SLACK

BOTTOMS-UP

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UNITE THE RANKS, MOBILIZE THE LEADERS
LAUNCHING A DATA QUALITY PROGRAM

> $100M

30 month acceleration in realized benefits

Business Value of Use Cases

With DQ Controls

Current Trajectory

Year 1   Year 2   Year 3   Year 4   Year 5
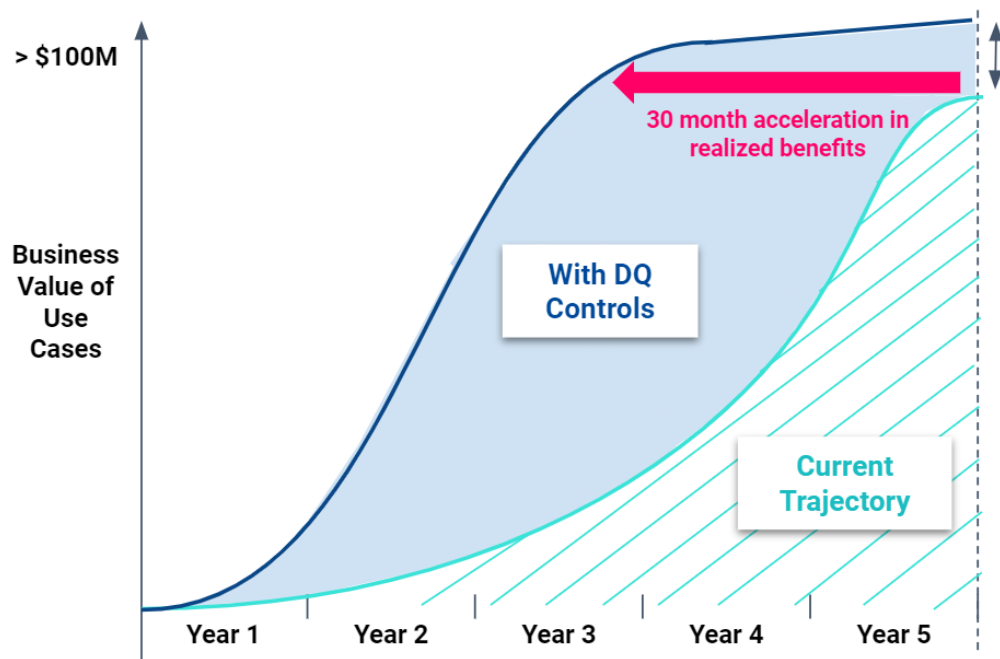
USING TIME & VALUE TO COMMUNICATE WITH THE BUSINESS

- The costs of poor DQ were mounting up resulting in **data debt for the organization**

- This resulted in **delayed time to dollar** for multiple business led data programs

- By neglecting DQ controls, the mounting data debt would result in **more short term costs and delayed revenue**, both impacting profitability

- To receive top-down buy-in for the DQ program, the we helped the CDO leverage this chart communicating the opportunity to **accelerate value realization by ~30 months**

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AIM BIG, START SMALL

SHOW THAT IT CAN BE DONE
TO INSPIRE THE BUSINESS TO TAKE LEAD

AIM BIG, START SMALL

—

HOW ONE USEFUL DASHBOARD CONVINCED OUR CLIENT TO GO ALL IN ON DATA VISUALIZATION

Our client team (Commercial Sales Operations) spent 5 hours a week manually building their weekly B2B Sales Report

Using a lean data visualization POD team, we built and deployed an automated B2B Sales Power BI Dashboard in three weeks leveraging the existing data eco-system with no disruption

Our client **reorganized their sales operations** to leverage data from this dashboard

Marketing now wanted a dashboard to visualize omni-channel campaign results on a unified interface

We helped the client **build a BI center of excellence** to backlog, prioritize and execute on enterprise needs

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GOLDIFICATION

THERE ARE POTS OF (ANALYTICS) GOLD HIDDEN IN THE BUSINESS

FIND THEM!

GOLDIFICATION

—

SCALING AN EXISTING CHURN DETECTION TOOL INTO AN INDUSTRIALIZED SUCCESS STORY

Our client identified a local front office team who had built **semi-automated analytics capabilities to predict customer churn;** their results made them stand out

▼

The business team **was brought into in a regional town-hall to present this capability to the broader organization;** the solution had to be scaled across

▼

The Artefact team supported in building a robust, scalable cloud-native data infrastructure to **industrialize the solution across branches leveraging existing data foundations and augmenting with AI/ML.**

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GOLDIFICATION

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SCALING AN EXISTING CHURN DETECTION TOOL INTO AN INDUSTRIALIZED SUCCESS STORY

FIND

ORGANIZE BUSINESS HACKATHONS

ORGANIZE SLACK/TEAMS CHANNELS FOR IDEAS SHARING

ENCOURAGE

PUBLISH SUCCESS STORIES IN NEWSLETTERS, BRING TEAMS TO LEADERSHIP TOWNHALLS

PUSH PROGRAM BRANDING

REWARD

GET LEADERSHIP TO APPRECIATE

EXTEND TO PERFORMANCE REVIEWS AND INTERNAL INCENTIVES

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LET'S RECAP

Data & Analytics Leader

SELL & CONVINCE

EXECUTE & SCALE

SPEAK THE LANGUAGE OF THE BUSINESS

YOU DO NOT HAVE TO BE THE SUPERHERO

GOLDIFICATION: FIND ANALYTICS GOLD HIDDEN IN THE BUSINESS

UNITE THE RANKS, MOBILIZE THE LEADERS

AIM BIG, START SMALL

Artefact will partner with you to drive maximum value through practical and hands-on execution throughout your data & analytics leadership journey

Data & Analytics Leadership Setup

CDAO 180 Day Roadmap

Data & Analytics Maturity Assessment

Data & Analytics Org Assessment

Data Mgmt & Governance Strategy
(value driven)

Data Driven Sales & Marketing Strategy

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Quick Wins & Early Value

Viz / Dashboards Build & Deploy
(4 - 6 weeks)

Pilots (8 - 16 weeks)

Cloud Data Platform
(AWS, GCP, Azure)

Data Quality Execution

Unified Customer 360º

Analytics for Front Office
- Audience Segments
- Marketing Activation
- Customer Acquisition

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Data & Analytics Leadership Setup	Quick Wins & Early Value	Scale Use Cases, Drive Analytics Transformation

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AI/ML Powered Use Cases

Leads Scoring (Retail & Commercial)	Customer Churn Prediction
Product Tailoring & Cross-Sell	Credit Risk Analytics
Customer 360 for Front/Back Office	Marketing ROI and Measurement

CDP Powered Activaton

Marketing Audience Segmentation	Marketing Activation & Personalizaton

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Scale Foundations and Manage Change

Adoption, Target State Org and Change Mgmt

Data as a Product Strategy & Execution

Build, Deploy & Scale Analytics on Cloud Data Platforms

Metadata, DQ, Governance & Lineage Implementation

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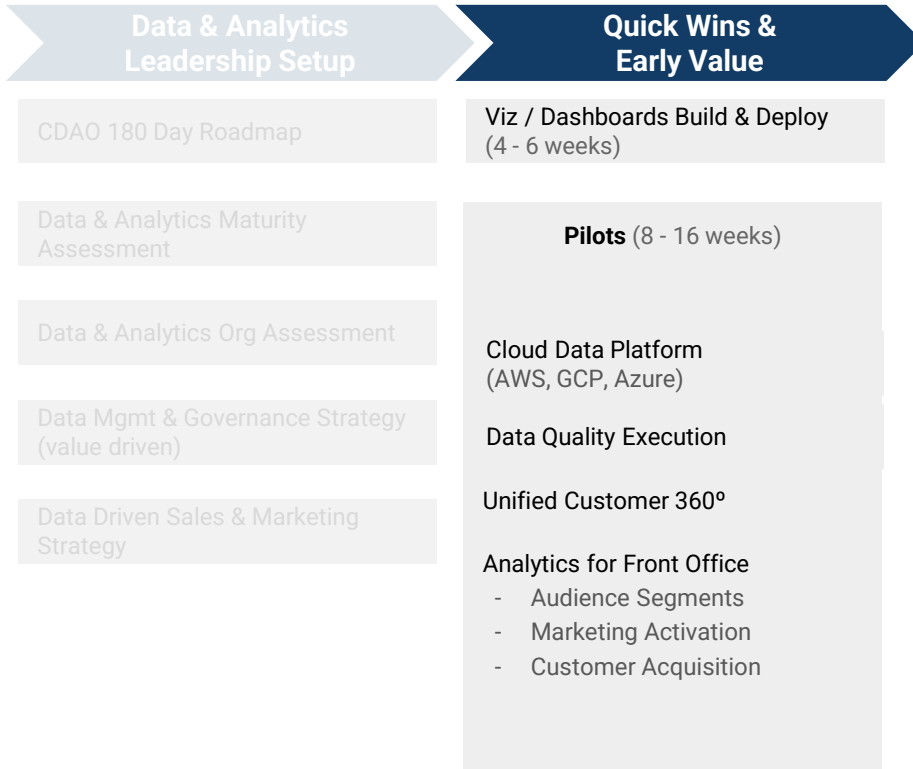## Data & Analytics Leadership Setup

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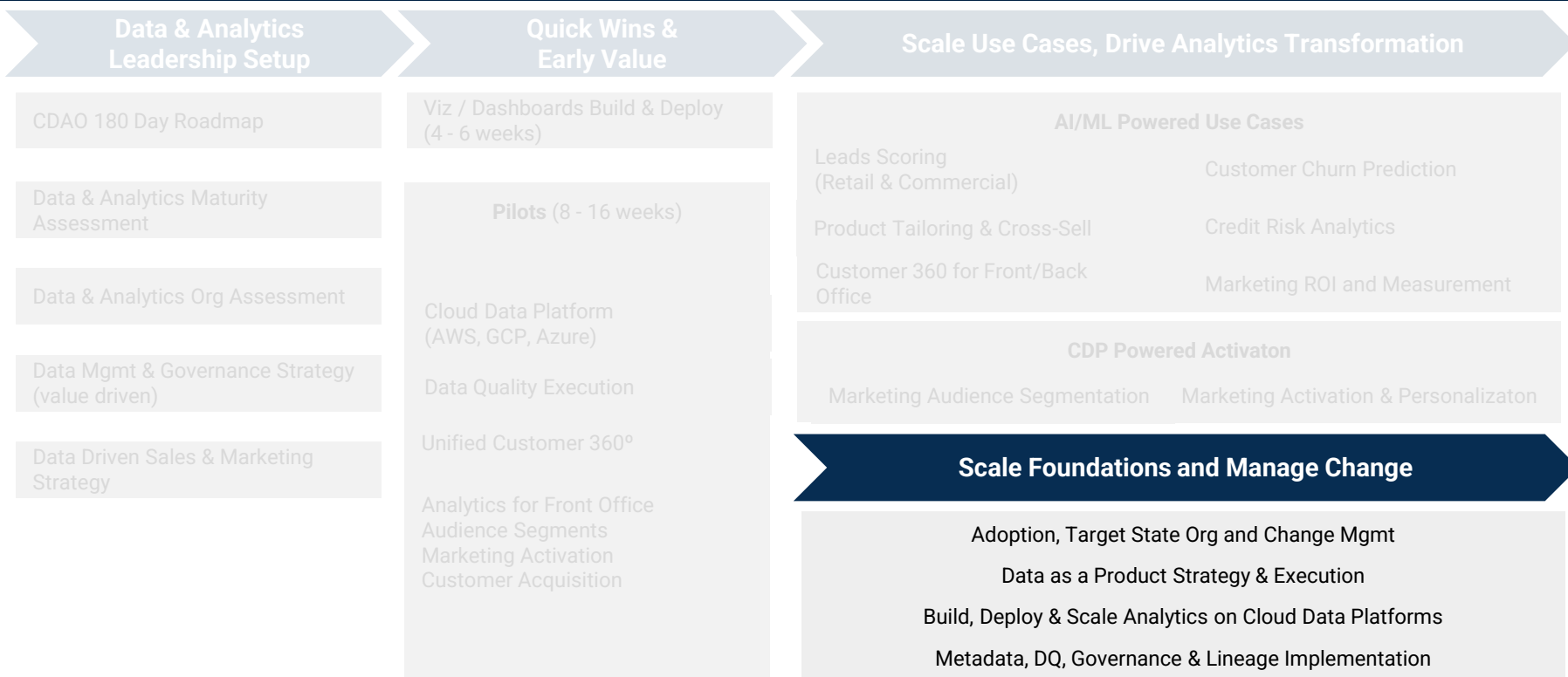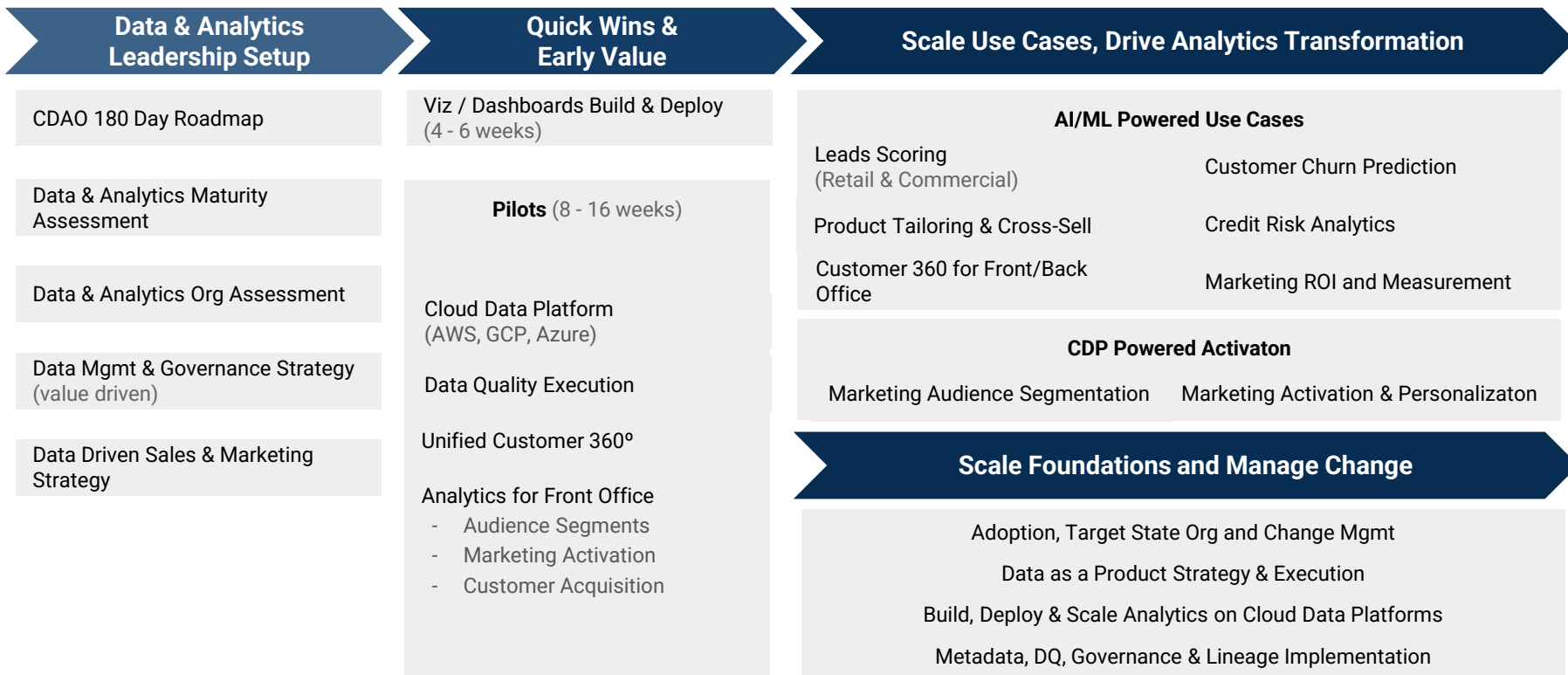
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VALUE BY DATA

MEET US AT OUR BOOTH

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