

Transformative Analytics

Building and Embedding
Analytics into Business Functions

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Transformation Era

The information era has brought us here



“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”

— Charles Darwin



IN BUSINESS

This paradigm shift empowers us to move from a reactive stance to a proactive one, ultimately leading to

- enhanced resource allocation,
- risk mitigation, and
- the ability to seize emerging opportunities.



01

**MEASURING
WHAT
MATTERS**

KPIs
Objectives

02

**CRAFTING THE
NARRATIVE**

From Data to
Narrative

03

**WORKING
WITH KEY
CHAMPIONS**

Bridge Builders
Advocates of the
potential of analytics
to their peers



04

**GAINING
ENGAGEMENT
AND BUY-IN**

Stakeholders
Sponsors

05

**EMBEDDING
ANALYTICS-DRIVEN
PROCESSES**

Embedding
analytics into core
processes

06

**ENABLING
CULTURAL
CHANGE**

Continuous training
Support
Mindset change
Foster innovation

USE CASE 1: HOME LOAN APPROVALS



**FASTER LOAN
APPROVALS**



**IMPROVED OPERATIONAL
EFFICIENCY**



**REDUCED
DEFAULT RATES**



**CULTURAL
TRANSFORMATION**

USE CASE 2: PERSONALISED BANKING



**ENHANCED CUSTOMER
ENGAGEMENT**



**IMPROVED CUSTOMER
RETENTION**



**INCREASED CROSS-
SELLING OPPORTUNITIES**



**CULTURAL
TRANSFORMATION**

STRATEGY

- Leadership Commitment
- Cross-Functional Collaboration
- Talent Development
- Data Governance
- Agile Implementation
- Change Management
- Scalable Infrastructure
- Ethical Considerations
- Environment and Sustainability

THANK YOU



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