



GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR
INTERNATIONALIZATION



Agenda

1. **Important announcements**
2. **Business intelligence**
3. **Data Storytelling**
4. **Tools**
5. **Examples and use cases**
6. **Q&A**

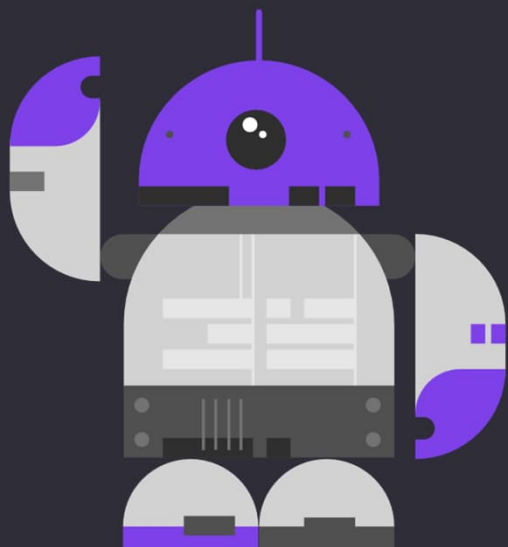


Today we start with a new topic:

Digital world and data


Objective: To understand the concepts involved in extracting, querying, cleaning and aggregating data for analysis.

Understand how to approach the development of digital channels for the business, aspects to consider, criteria and best practices for a digital campaign.



Classes:

- 1 **Levelling:** Emerging Technologies
- 2 **Innovation:** **Business Analytics**
- 3 **Tools:** Value Data Generator
- 4 **Transformation:** Digital marketing and E-commerce

 We are here –
Tuesday, 12 July

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2. Business intelligence
3. Data Storytelling
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Martha Romero

Martha is a physicist and systems engineer, with a master's degree in business administration.

For the last 8 years, she has led high performance teams in the Technology Consulting service line of EY Colombia, especially in enterprise architecture projects, collaboration and process automation, IT strategy planning, and the last 4 years in data management, BI and analytics projects, mainly in the public sector, consumer products, energy, oil and gas industries.

Martha has worked in multiple governmental projects that have contributed to the economic and social development of Colombia. Her experience in multiple technology contexts and different industries provides a unique perspective on business and technology issues.



Data skills are more of a priority than ever.

2.5 quintillion bytes of data created per day by 2020; this figure is only set to increase

5X
By 2024, analytics and streaming data infrastructure will increase five-fold

60-70% of company data is not used

2 out of 3 most in-demand jobs are data-related, according to the World Economic Forum (WEF).

WHAT IS BUSINESS INTELLIGENCE?

" Business intelligence (BI) combines business analytics, data mining, data visualisation, data tools and infrastructure, and best practices to help organisations make data-driven decisions. "

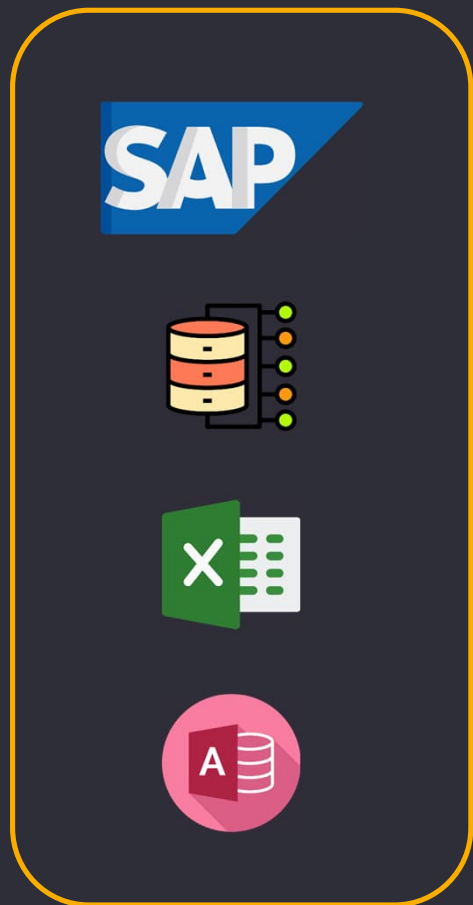


In recent years, business intelligence has evolved to include more processes and activities that help improve performance. These processes include:

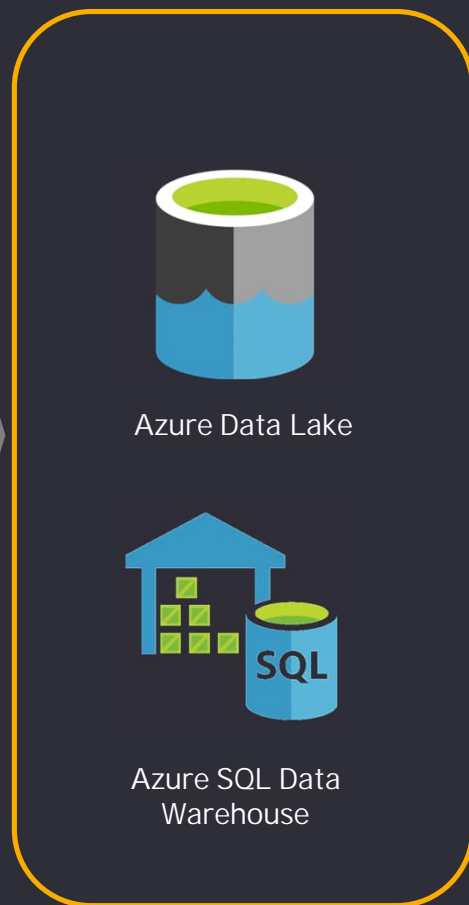
- ✓ Data mining
- ✓ Reporting
- ✓ Performance metrics and benchmarking
- ✓ Descriptive analysis
- ✓ Consultations
- ✓ Statistical analysis
- ✓ Data visualisation
- ✓ Visual analysis
- ✓ Data preparation

WHAT TECHNOLOGY IS BEHIND IT?

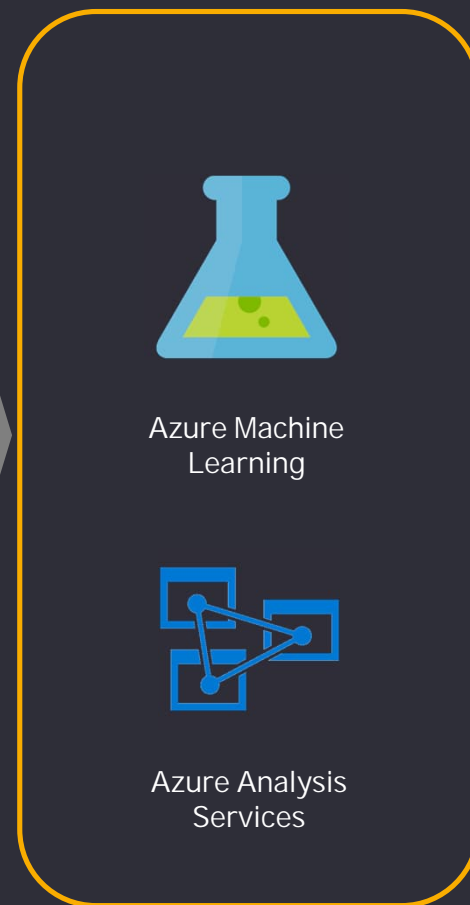
Data sources



Big Data Platform



Data modelling

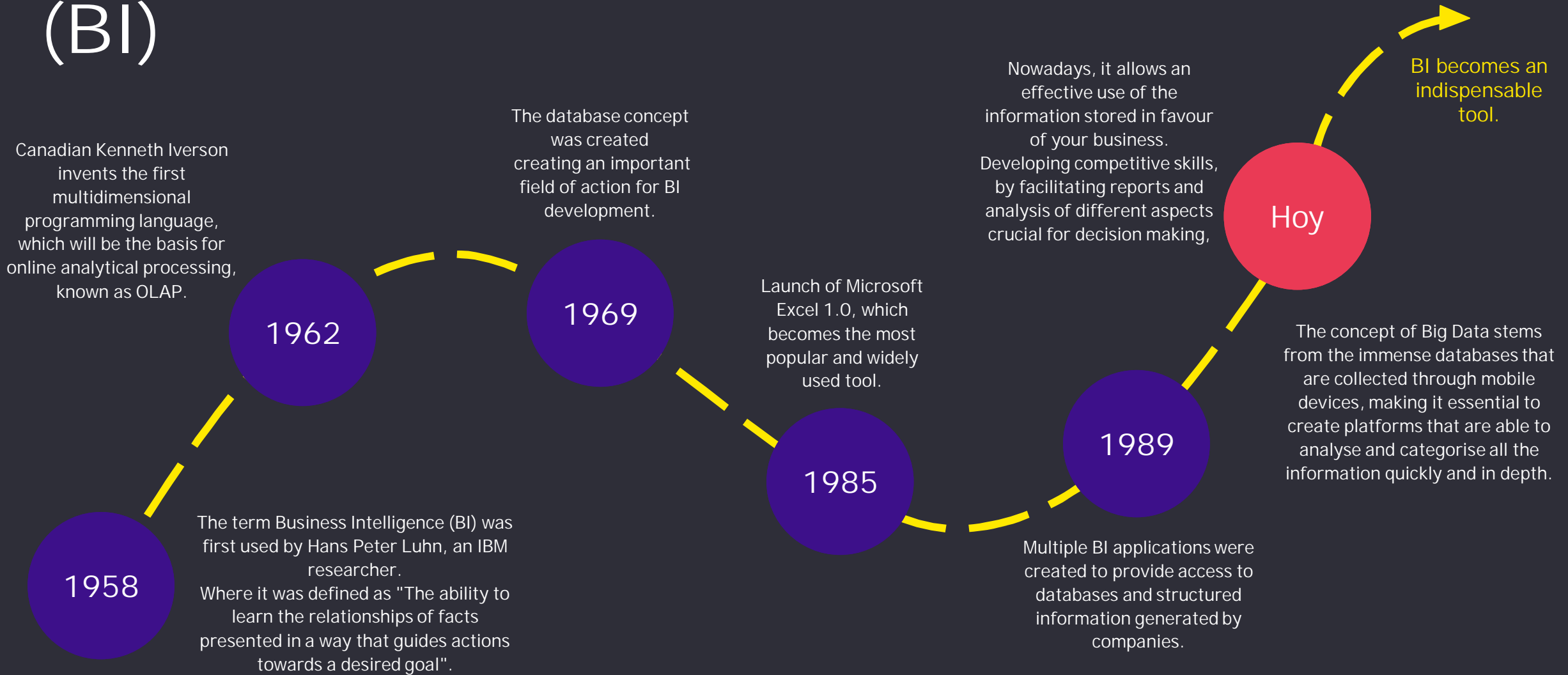


Data visualisation



* Visualisation platforms also offer modelling functions.

HISTORY - BUSINESS INTELLIGENCE (BI)



WHAT IS IT FOR?



Streamlining data collection and enabling visual and dynamic reporting



Helping to measure business performance with real-time data



Helping to manage impacts anytime, anywhere in a dynamic environment

PROCESS

01 Identify key business questions and metrics

- Work with the team to identify key metrics to track.
- Understand the purpose, outcomes and use case.

02 Establish data collection

- Identify data collection sources and methods based on the key metrics identified.
- Establish a location to store all data sources.
- Train the team in data management and establish governance around maintenance and updates..

03 Building dashboards

- Create dashboards to track and monitor key metrics.
- Work with resources to design the dashboard iteratively and ensure that users have a voice throughout the design process, according to their needs.

04 Maintain and sustain

- Conduct training sessions with the team on how to collect data, maintain databases and update dashboards.
- Establish a process and schedule for updating dashboards and databases.

DATA STORYTELLING

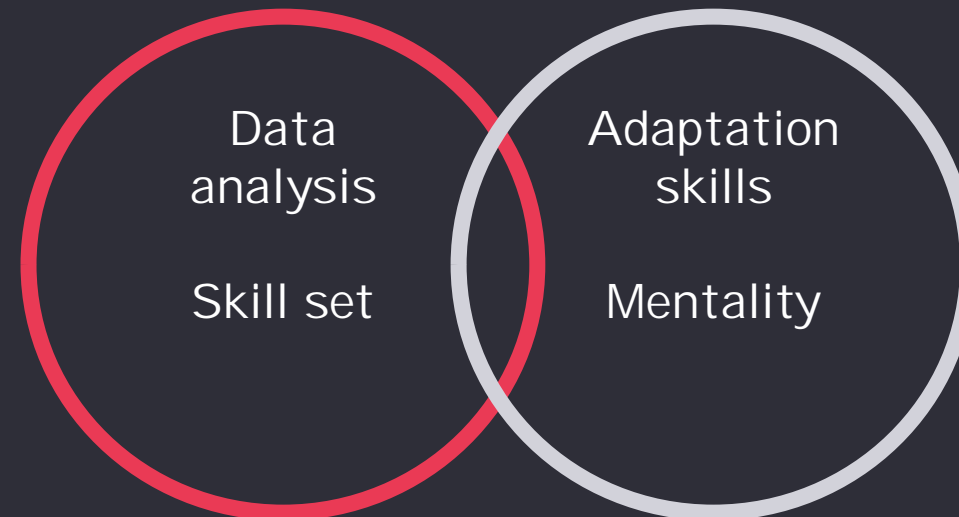
One of the current trends in BI is Storytelling.

Data storytelling is based on building a compelling narrative based on complex data and analytics, allowing to support the message to influence and inform a particular audience.

Data storytelling allows for deeper insights and supporting information through graphs and charts.

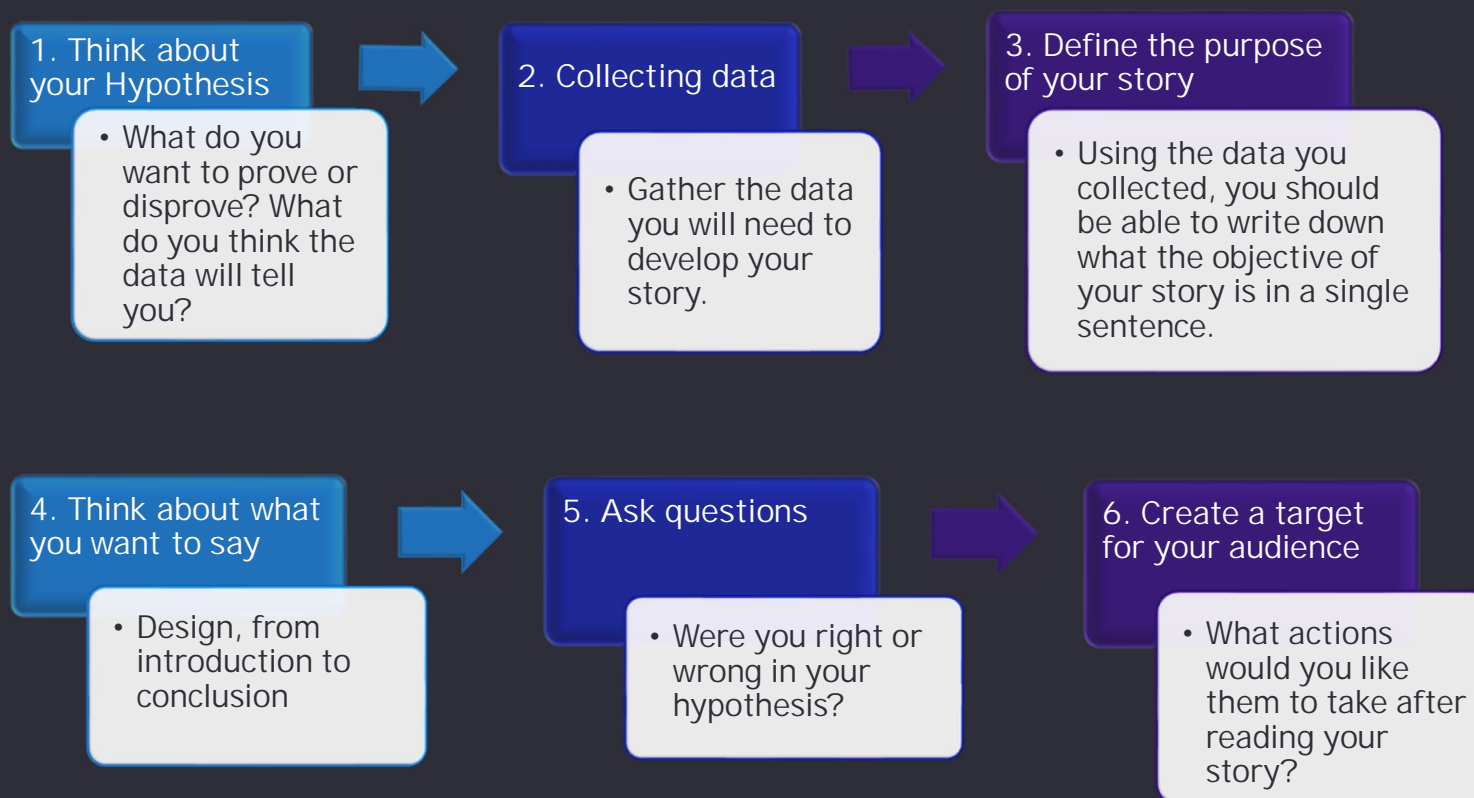
Effective data storytelling helps to:

- Understand audience wants and needs
- Generate data of value to business and industry
- Interpret complex information and highlight key points essential to the audience
- Provide a human touch to data



DATA STORYTELLING

Sometimes the amount of information can be very large, so we propose the following steps to structure the Storytelling



DEVELOPING AN ANALYTICAL CULTURE

It is important to consider the following issues as key points in an analytical governance process:



Sponsorship: People who understand the benefits of a data-driven culture are required, as this can drive the vision of a discovery-centric organisation, while also providing coordination to facilitate policy and operational aspects.



User adoption: This is the main factor in measuring the success of a corporate analytics initiative. Adoption can validate the approach being used, so it is important to track the use of reports, dashboards and data sources.



BI specialists: It is vital to have partners to help develop a data-driven culture, with expertise in the use of analytics systems.



Govern data sources: A successful government implementation will address all data sources, developing processes, clarifying roles and responsibilities, and then enabling the use of these data sources in the most productive way possible. The key is to improve data quality, reliability and accuracy.

WHAT PLATFORMS ARE AVAILABLE?

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



"Leaders"



WHAT PLATFORMS ARE AVAILABLE?



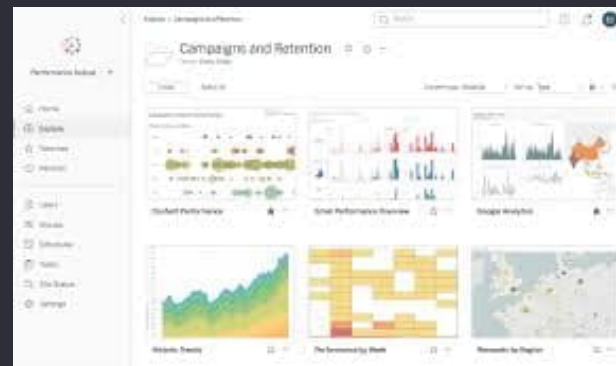
"Power BI is a business analytics service from Microsoft. It aims to provide interactive visualisations and business intelligence capabilities with an interface simple enough for end users to create their own reports and dashboards".



Ease of Setup
Quality of Support



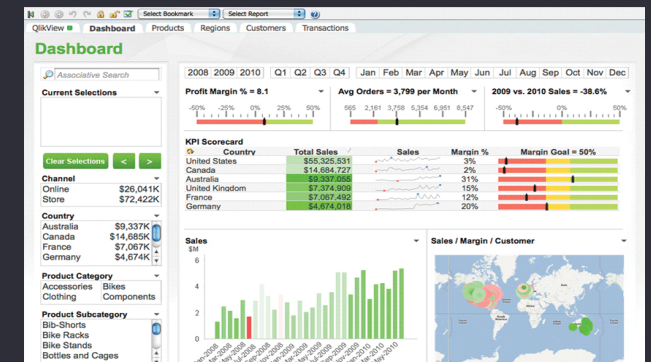
"Tableau Server is an enterprise analytics platform that is easy to deploy and scale and enables data-driven decision making across your organisation. Deploy whichever way makes the most sense for your organisation: on-premises or in the cloud, while integrating with your existing security and authentication protocols."



Quality of Support
Ease of Doing Business With



"QlikView is our classic analytics solution for rapidly developing guided analytics applications and highly interactive dashboards, providing insights to solve business challenges..."



Ease of Use
Dashboards
Graphs and Charts

DEMO POWER BI

BENEFITS

Strategic vision

- It allows to have a business vision, free of biases, where the result is based on statistical data.
- It enables projections of possible scenarios, allowing a more appropriate path to be chosen.



Decision-making

BI allows us to facilitate decision making given its ability to provide information in an agile way, having reports and analytics at hand.



Know your customers

It provides a competitive advantage, as it allows us to know the consumers' perspective on the product, company or industry. It is a tool that allows us to detect opportunities.



Budget control

Given the large amount of information that can be processed, BI allows the finance department to find different ways to save money. Allowing the easy identification of unnecessary expenses.



EXAMPLES

TESCO

Tesco is a UK food retailer.

The company started using Business Intelligence for its Clubcard loyalty card. In order to optimise marketing campaigns and make them more personalised, they started to distribute coupons and discounts based on different behavioural patterns via email marketing.

With this action, it managed to save 100 million euros in expired products and to reduce waste thanks to being able to predict sales per product in each shop.

NETFLIX

With more than 50 million streaming customers, it is one of the success stories of Business Intelligence.

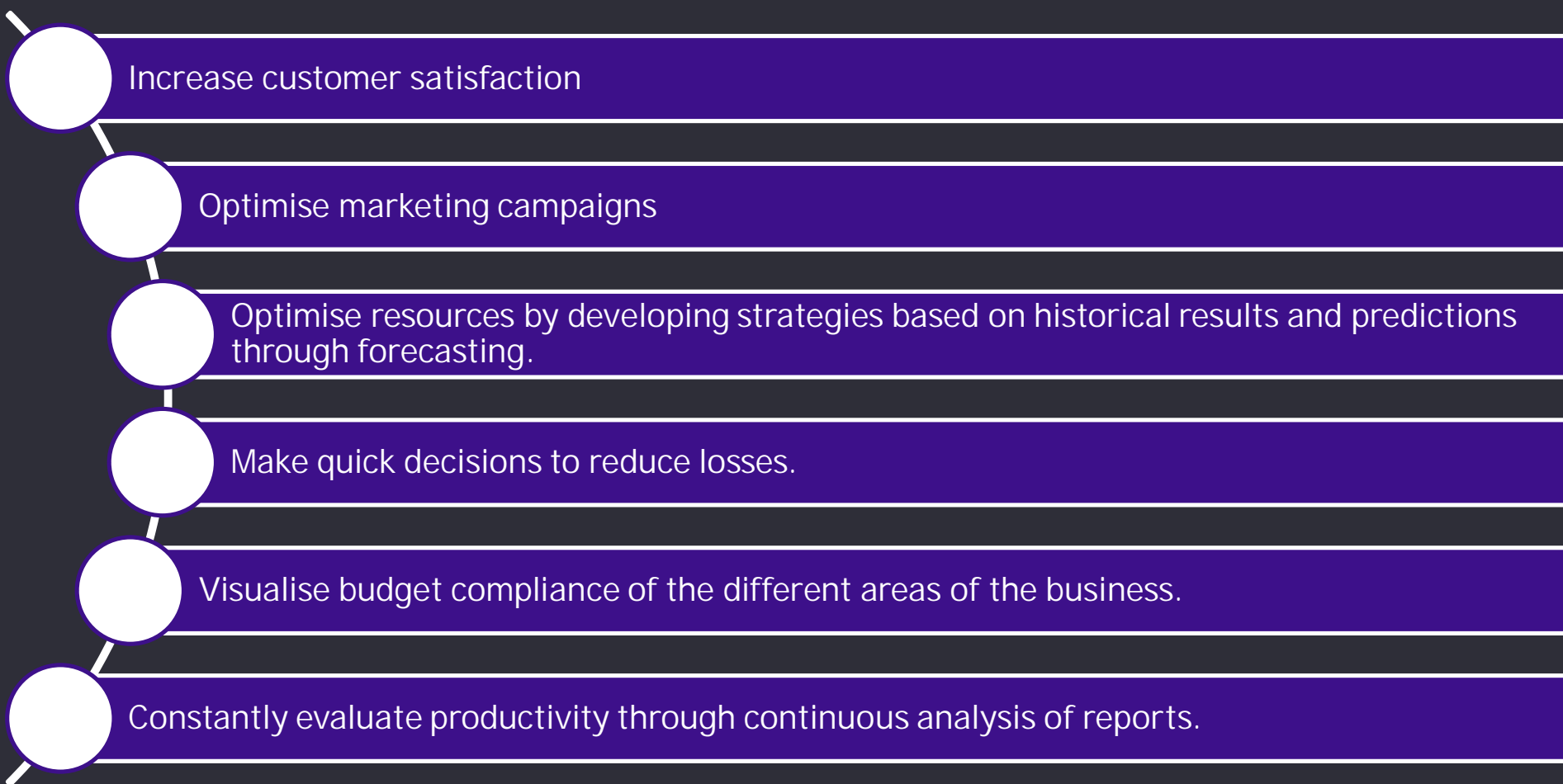
It has the ability to predict user behaviour, using the data to recommend different series and programmes based on likes, abandonment, viewing device, language, time skips, as well as content shared through social networks, representing a competitive advantage.



UPS, the American courier and transport company. It developed an AI system that, based on data analysis, allows them to analyse and process 1,000 pages of code and 200,000 route possibilities in real time. Allowing them to find the best routes, with the aim of having fast deliveries, saving on petrol and reducing carbon emissions.

BUSINESS INTELLIGENCE FOR SMEs

It helps to detect behavioural patterns (trends) and to make decisions that allow to better adapt products or services to customer needs and/or to anticipate certain situations, allowing to detect opportunities for improvement or business.



Let's get to work!



Working time: 15 min

Sharing time: 15 min

- 1** Identify your key business metrics
 - What area or line of business do you want to focus on?
- 2** What questions do you want to answer from this data?
- 3** Ask yourself where or how you are going to collect the information.
 - Example: CRM, customer database, sectoral data,...
- 4** What challenges do you identify in the collection and/or use of information in your business?

Q & A

Thank you!

See you next Tuesday



Please go to the following link and give us your feedback on today's lesson:

<https://forms.office.com/r/jmNGCkcsj>

Your opinion is very important to us.