

ADVANCED ANALYTICS WORKSHOP

Advanced Analytics:

The capability of unlocking actionable data insights through the use of sophisticated techniques and tools, to discover deeper insights, make predictions, or generate business recommendations.

Solving everyday business
problems with Advanced Analytics



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SOLVING EVERYDAY BUSINESS PROBLEMS WITH ADVANCED ANALYTICS

PREDICT	CLASSIFY	RECOMMEND	SEGMENT
<ul style="list-style-type: none">• What is the predicted lifetime value of my customer base?• What is the demand for my product in the next 12 months?	<ul style="list-style-type: none">• Which customers are most likely to convert?• Which employees are most likely to leave my organisation?	<ul style="list-style-type: none">• Which product is my customer most likely to be interested in?• Which content is my customer most likely to enjoy?	<ul style="list-style-type: none">• What is the make-up of my customer base?• How can I personalise the customer experience?

HOW WILL THE WORKSHOP HELP YOUR ORGANISATION?

The workshop will start by exploring your biggest business challenges and identify the highest ROI use-cases. The biggest challenge we often see is 'how do you know what you don't know?' By taking a structured and pragmatic approach, Analytics8 will help you identify high-value use cases and design an MVP that provides actual benefits, faster.

WORKSHOP AGENDA

A one-hour pre-workshop will determine the attendees and seed some high-level questions prior to the workshop. Analytics8 will then facilitate a workshop with a duration of up to half a day. The workshops are delivered by a team of Advanced Analytics experts, with experience in successfully accelerating organisations through the Advanced Analytics journey. Analytics8 will help your organisation build solutions to key business challenges and prove business value quickly through a Minimum Viable Product (MVP).



Design Thinking

A facilitated session to determine business challenges, priorities, potential quick-win, data assets and constraints.

Objective: Develop a Strawman idea to take to the AI Canvas phase.



AI Canvas

Turn ideas into reality. Add detail to your proposition by using the AI Lean Canvas framework.

Objective: Add a level of detail to the Strawman around the proposition, data/skill requirements, metrics, costs, revenue, stakeholders and customers.



MVP Design

The final outcome is an MVP design that can be rapidly explored, quickly abandoned or developed into production if they show promise.

Objective: There is an understanding of the scope and deliverables by all parties and A8 have the information required to develop a Statement of Work (SOW).

TALK TO US ABOUT HOW WE CAN HELP YOU DO MORE WITH DATA



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