

# Data Analytics

# Harness the power of your data

In the right environment, with the right enablers, data analytics drive growth. emagine develops the strategic, technical, and human capabilities that take companies from descriptive to prescriptive analytics solutions that will deliver vision and value.

## Improved Decision Making

Foremost among the top data analytics benefits is better decision-making. It offers insightful, data-driven information that aids organisations in understanding their customers, operations, and markets.

## Increased Efficiency and Productivity

Data analytics enables organizations to increase efficiency and productivity by automating and streamlining processes, maximising resource allocation, and minimising manual labor. Businesses can streamline their workflows by locating bottlenecks and getting rid of duplication.

## Enhanced Customer Experience

By giving organisations useful insights into customer behavior, preferences, and needs, data analytics enables businesses to identify areas where they can improve their customer experience such as lowering wait times, enhancing customer service, or streamlining user interfaces.

## Improved Risk Management

Businesses can find patterns and correlations in data from various sources that point to potential risks. Data analytics can, for instance, assist companies in identifying potential fraud, online threats, or operational risks. Businesses can also take preventative action to mitigate potential risks by monitoring data in real-time.

## Competitive Advantage

Businesses can gain a competitive edge using data analytics to make more informed, data-driven decisions. Analysing data from various sources allows businesses to understand market trends, consumer behavior, and competitor activities. Businesses can use this information to improve their strategies, spot new opportunities, and set themselves apart from the competition.

# How we work?

## Strategy/Suitability Assessment

- Our team assesses how to manage best, analyse and utilise your data to achieve your business goals, complete with a custom action plan.
- Using our expertise to engage with stakeholders to assess current reporting and data sources. Outline steps towards visualizations based on the outline data model.

## Data Model Deployment

Our team of experts will build and deploy the foundation, architecture, and data analytics you need to set your teams up for success:

- Determine Data Requirements
- Collect Data
- Organise Data
- Clean-up

## Dashboard Development

Using an established data model, develop visualisations with drill-down capabilities, performance against target and trending Dashboard Development.

Data analytics is leveraged in nearly every modern industry. Some big data analytics examples include retail, manufacturing, oil and gas, government, health industries, education, sports, sciences, airlines, banking, business analytics dashboards, and marketing analytics dashboards. All of these industries can benefit enormously from data analytics dashboards tailored to their specific needs.

## Data Team as a Service

Fill talent gaps at any level of your organisation and get ongoing support from our highly specialised team of data experts.

Unlock and harness the power of your data to become analytically focused on improving decision-making, driving profitability, optimising performance, reducing risk and gaining valuable customer insight.

# Modes of Analytics



## Descriptive

Give an account of what has already occurred over the past days, months and years.



## Diagnostic

Looks at why something happened: what went wrong and what went right.



## Predictive

Looks at what might happen in the future based on past results, driving future outcomes.



## Prescriptive

Provides guidance on what to do next.

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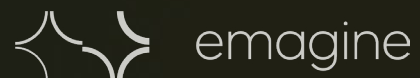
## Key Challenges

- Overcoming Data Silos;
- Increasing Volumes & Varieties of Data;
- Data Accuracy;
- Competitor Differentiation;
- Data Strategy and Exploitation;
- Ease of Integration;
- Right Information, Right Format, Right Time, Right Person;
- Need for Speed;

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## Opportunities

- Increase Productivity;
- Availability of Accurate Data;
- Single Version of the Truth;
- Faster Decision Making;
- Differentiated Products & Services;
- Predictive Insights into the Future;
- Leverage Big Data.



# Want to know more?

Get in touch

[Info@emagine.org](mailto:Info@emagine.org)  
[www.emagine.org](http://www.emagine.org)