

DATA SPRINT™ Workshop

Identifying and prioritising high-value business use cases hidden in your data assets

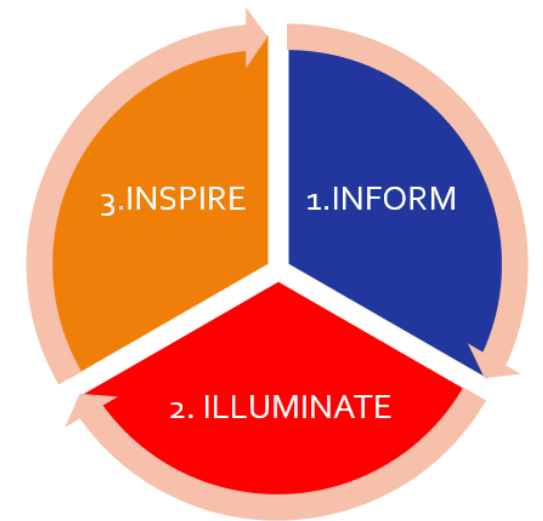
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In partnership with:



Member/supporter of:



what you need is
this...



what you get
seems like this ...

“Man spends two days
searching for a needle in a
haystack (and fails)”





...but what you
REALLY get is
more like this ...

“Expensive data scientist
spends two months
searching for a usable
business insight in a data
minefield ”

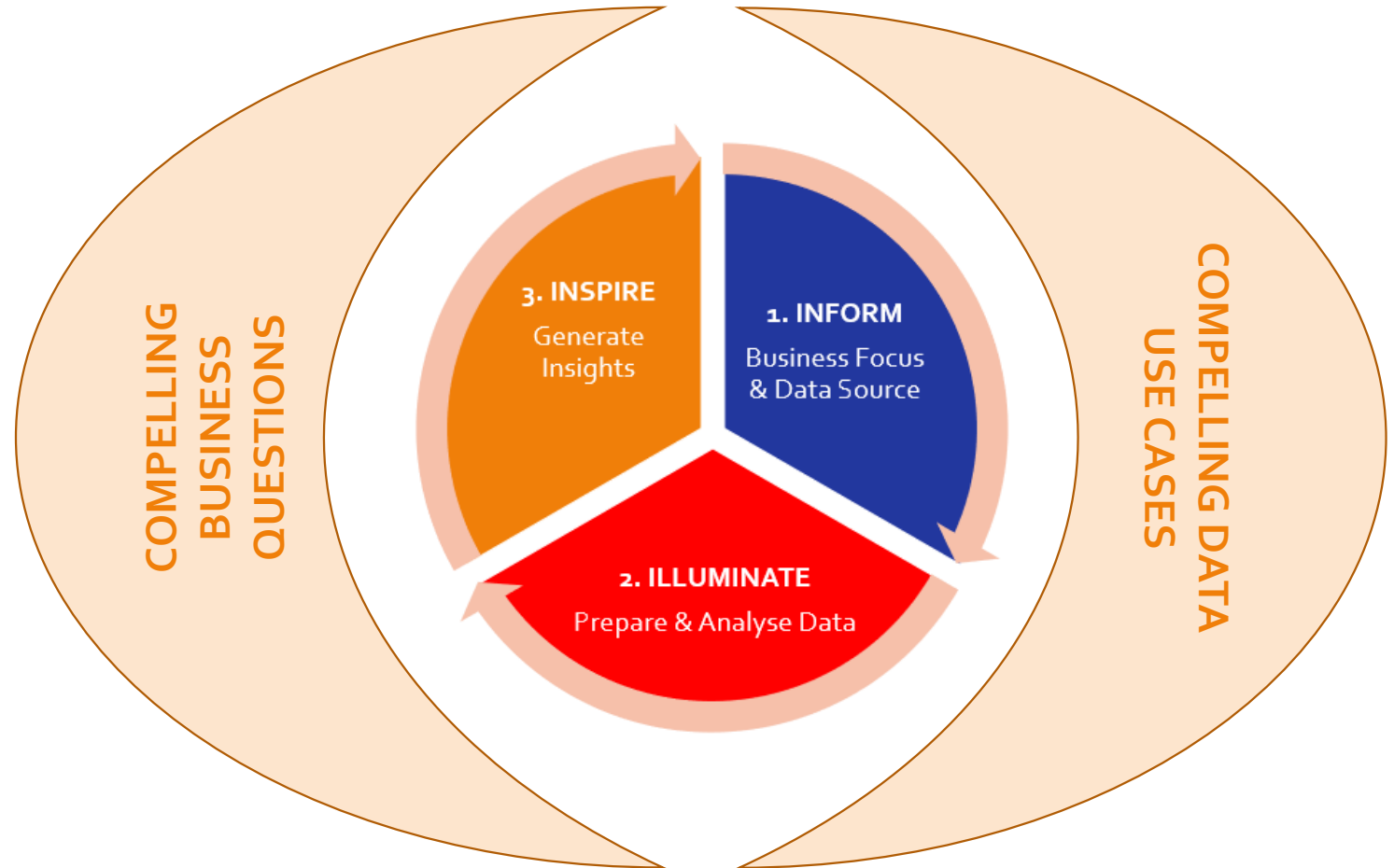
<http://www.bdcwire.com/some-guy-in-paris-just-spent-2-days-literally-looking-for-a-needle-in-a-haystack/>



**C-BIA
DATASPRINT™
workshop**

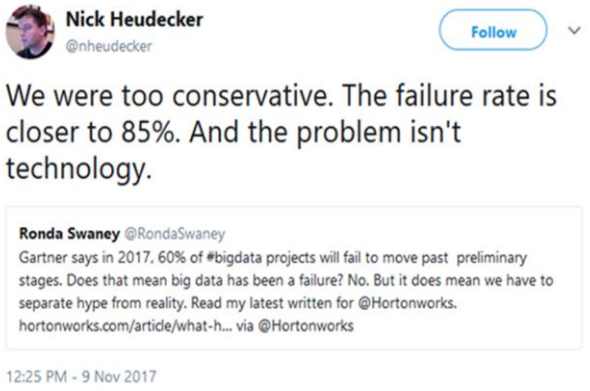
1. Our DATASPRINT™ workshop identifies and prioritises business use cases hidden in your data assets

2. We run our INFORM, ILLUMINATE & INSPIRE model to identify these use cases, prioritise, plan and deliver on the priorities



Why run a C-BIA DATASPRINT™ Workshop?

- 1. Develop a Proof-of-Concept or a business case for data & analytics investments or outsourcing Analytics-as-a-Service (AaaS)
- 2. Identify 'quick wins' to prove the value of existing data and demonstrate the 'art of the possible'
- 3. Bring business users & technical teams together to focus and combine perspectives
- 4. Build upon early success with data analytics and quickly introduce to new business functions and domains
- 5. Incorporate and experiment with external data to deliver new business insights
- 6. Engage external analytical and domain talent not available internally, or benchmark internal delivery capabilities



Hosting a C-BIA Consulting DATASPRINT™ is a quick way to explore the value of our data without all the up-front investment in internal technology & expertise

'Finding business value with Data Analytics is like looking for a needle in a hay stack where even finding the haystack seems a challenge!'

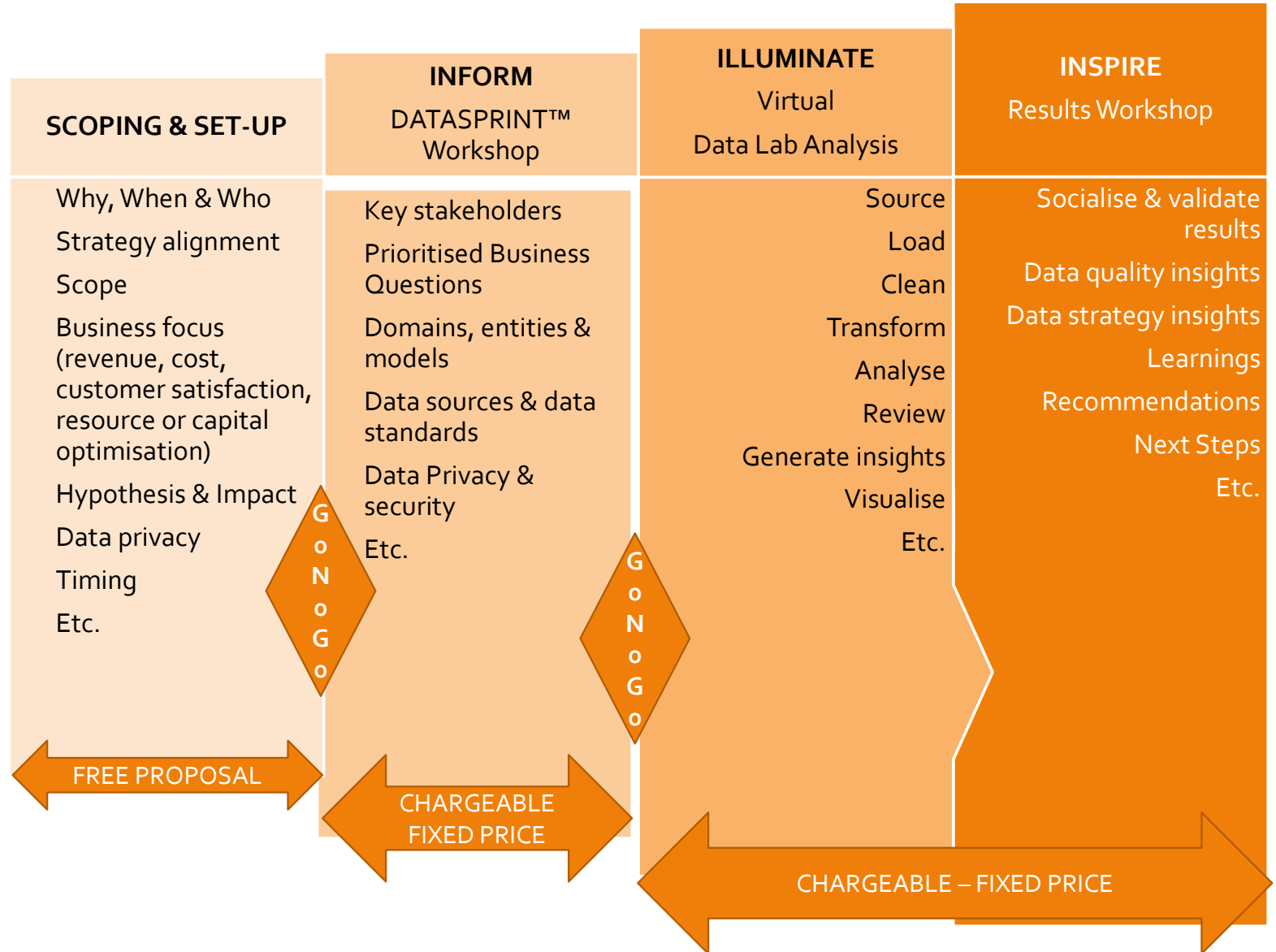


What would do you differently if you had all the information you could ever want about the problem?"

DATASPRINT™

Objective:
PROVE there is un-tapped business value in existing data, **IDENTIFY** the practical challenges, **ROADMAP** a way forward

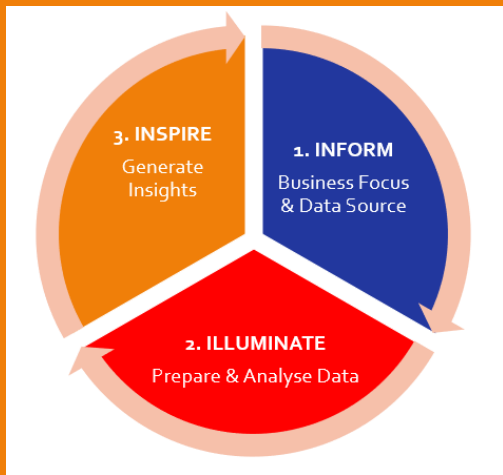
4 phases, typically over 3-4 weeks from the initial INFORM Data Workshop



DATASPRINT™ : SCOPING & SET-UP Phase

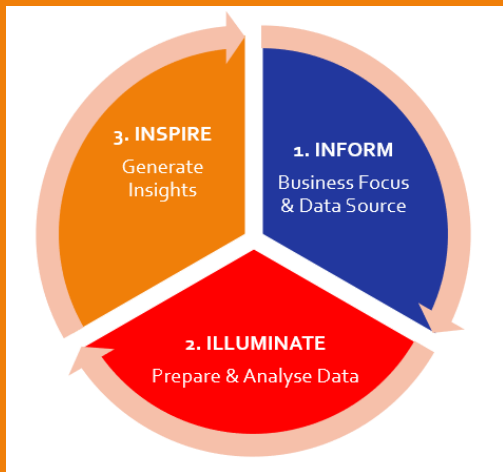
1. **Why** - establish business goal(s) and align to strategy/plans
2. **Scope** - Agree business domain, assumptions & constraints
3. **Business focus** - revenue, cost, customer satisfaction, resource or capital optimisation
4. **Hypothesis & Impact** - what are we looking to prove, and what happens next if we do?
5. **Data availability & privacy** - systems, formats, constraints
6. **When** - agree timing and any end-date to work back from
7. **Who** - Agree internal stakeholders, business & technical, and external
8. **Estimate costs** - record assumptions and dependencies
9. **Submit a costed proposal** - for the subsequent phases, including a pre-workshop checklist

DATASPRINT™ : INFORM Workshop Phase



1. 2-3 hour workshop of 2-7 business & technical stakeholders and 1 or 2 external facilitators
2. Inputs include a briefing document to set & align expectations, define desired outputs and ensure any input materials/knowledge are available
3. Major Outputs include:
 1. A short list of prioritised business questions that would move the business performance needle in one or more relevant areas
 2. A high-level assessment of the relevant data available for each question, its quality, completeness and any associated constraints (privacy, security etc.) or outstanding questions
 3. An assessment of any external access issues for the next phase
 4. A summary recommendation whether to proceed and on what terms. This is then costed and submitted for approval.

DATASPRINT™ : ILLUMINATE Virtual Data Lab Phase



1. Conducted on our platform
2. 2-3 hour workshop of 2-7 business & technical stakeholders and 1 or 2 external facilitators
3. Inputs include a briefing document to set & align expectations, define desired outputs and ensure any input materials/knowledge are available
4. Major Outputs include:
 1. A short list of prioritised business questions that would move the business performance needle in one or more relevant areas
 2. A high-level assessment of the relevant data available for each question, its quality, completeness and any associated constraints (privacy, security etc.) or outstanding questions
 3. A summary recommendation whether to proceed and on what terms. This is then costed and submitted for approval.

DATASPRINT™ Benefits

Business results focused (not technology or application)

Short cycle time (typically < 1 month)

Flexible scope, fixed cost, 2x Go/No Go decision points

Independent & expert facilitation, project management and execution

Access to scarce expensive expertise & tools, esp. Data Scientists (Python, R, etc.)

Access to Sector/Domain expertise and best practice

Collaborative – bridges leadership, technical staff and business users

No investment in technology, skills, platforms or tools required

A low risk fail-early experiment to overcome indecision and inertia

Know where you are on the data maturity curve and how to move up the curve

Move from a focus on Data Quality & Description to Diagnostics & Prediction

Design Objective:
**PROVE there is un-tapped
value in existing operational
data to significantly
improve buying, stock and
sales performance**

Case Study for Retail

- **Client:** Fashion accessory chain with 80+ stores, 15 brands
- **Focus Business Domain:** improve store inventory turnover, reduce out-of-stock items, add intelligence to weekly and seasonal buy plans
- **Challenge:** small number of data points for most of the store-item combinations constrain algorithm development but sufficient to demonstrate potential
- **Recommendation:** Enable a “Dynamic” past 13 week sales driven realignment to business decisions of Buy Plan, Inter Store Stock Transfer, Early identification of Mark down items optimizing overall markdowns. Provide this through a cloud platform that
 - Derives store categorization, Stock Cover, Velocity of Sale at Item, Cluster, store and store category level
 - Determines buying potential based on available funds and inventory level
 - Generates Buy Plan, Stock Transfer and Mark down recommendation
 - Provides insight into business dashboard
 - Make the entire process and the rationale of the buy plan transparent to buyers.
- **Impact:** Once implemented, the service is expected to improve stock turnover through more ‘intelligent’ buying and stock transfers across stores and improve sales due to better availability. The improvement in inventory turnover will significantly improve ROI and ROC. The system will:
 - Store past sales and other KPI trends at various levels – store, item, item-cluster
 - Compute sales rate adjusted by availability factor
 - Optimise buying plan based on a number of parameters such as product ranks assigned by merchandisers, sales forecasts generated by algorithms, available financial budget and so on
 - Supporting reports that explain the rationale of buy plan recommendations
- The recommended buy plan is expected to improve:
 - Product availability at stores in terms of spread of colors and sizes for every style
 - Sell-through for every SKU during ‘in-season’
 - Reduction in ‘end-of-season’ discounts
 - Consequently it will improve gross margin significantly.

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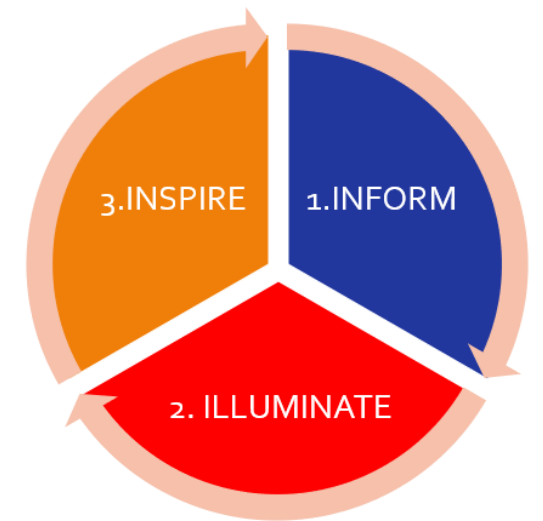
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