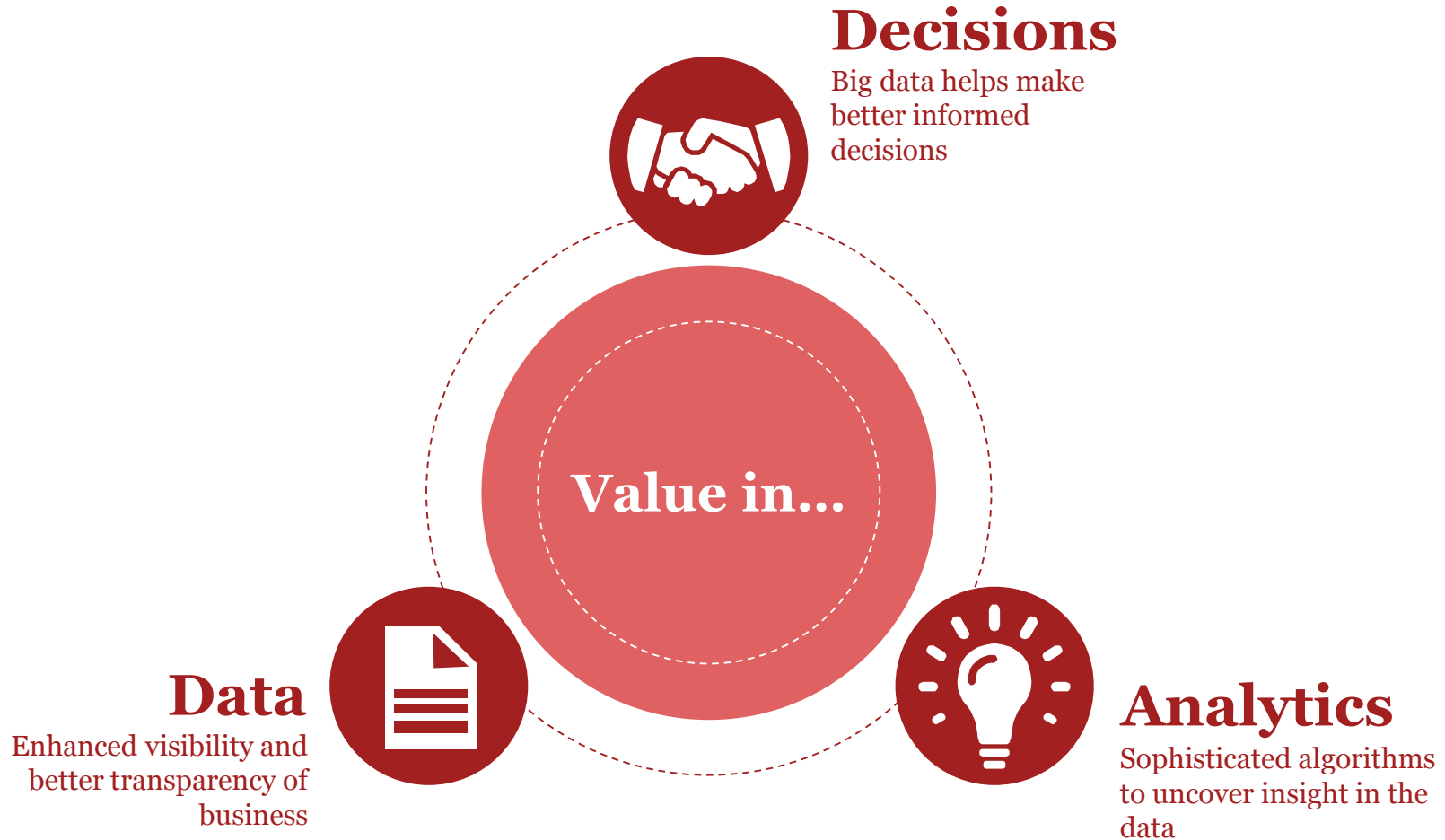


“Remember, the other team is counting on Big Data insights based on previous games. So, kick the ball with your other foot.”

What is the commercial value of Big Data?



Example: how can integrating various datasets help identify customers who will miss payments?

Water utility



Integrate data



Analytics to model affordability propensity to pay



Reduction in bad debt through segment-specific actions

Example: how can an algorithm identify an optimal operating model for a petrol station network?

Petrol station network



An algorithm to create petrol station peer groups



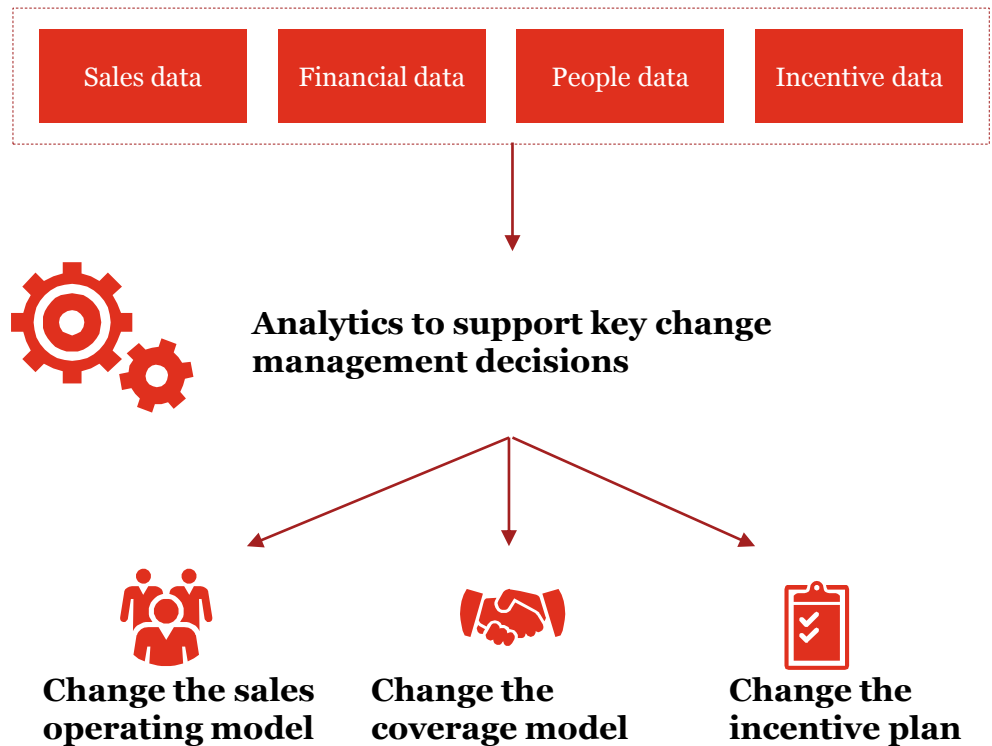
An algorithm to determine what makes top performers in each peer group special

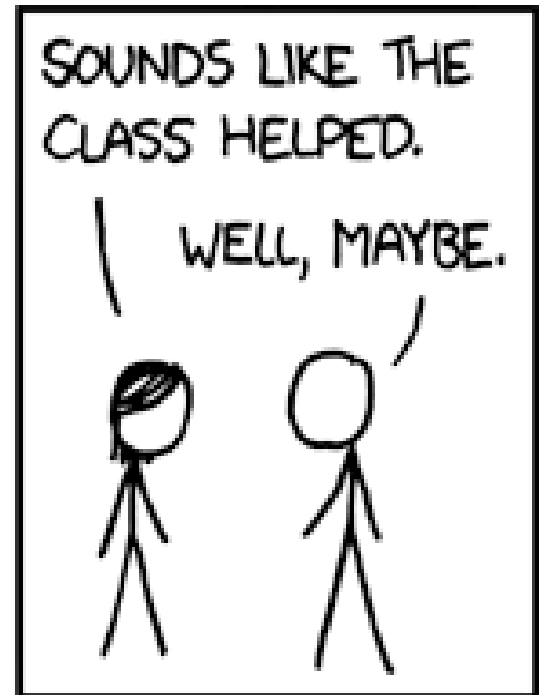
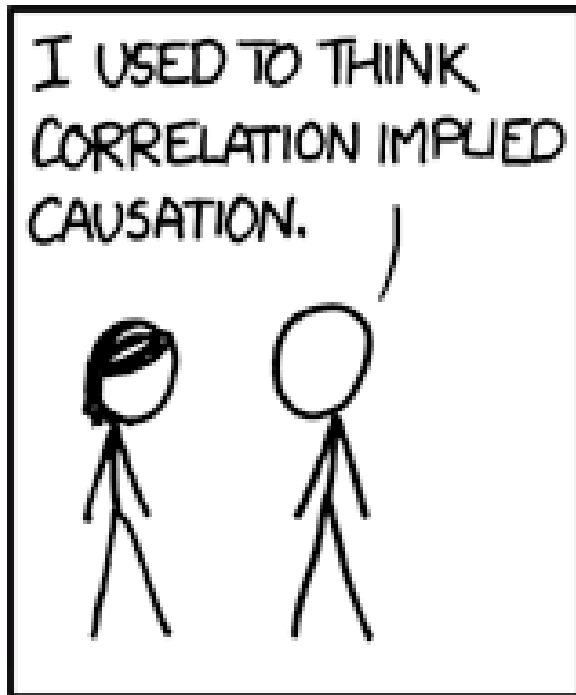


Use findings to define an optimal operating model for each peer group of petrol stations & pilot them

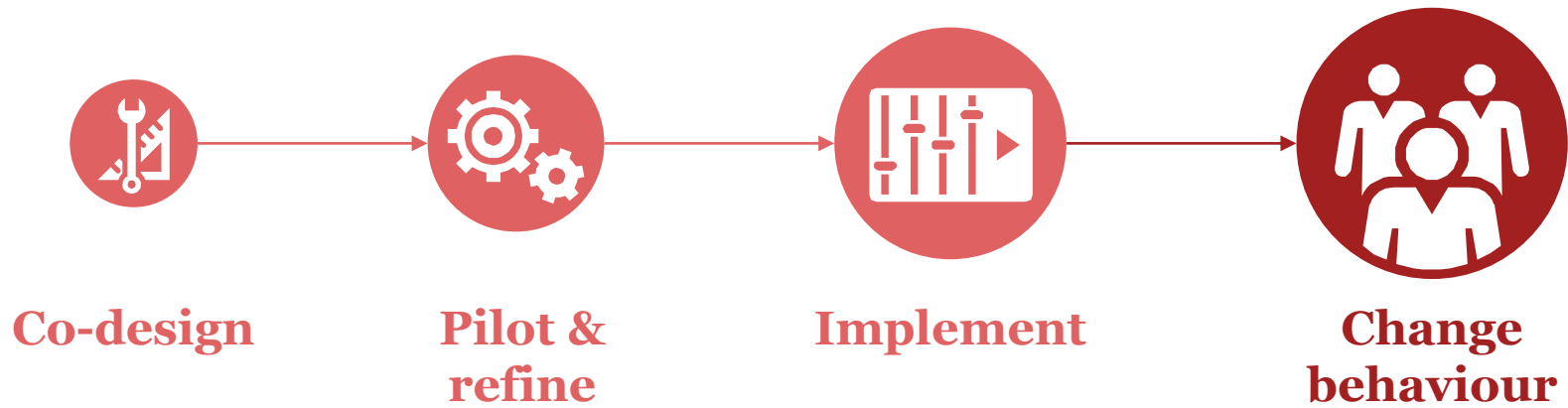
Example: how can data-driven decisions transform the salesforce of a large publishing company?

B2B publisher

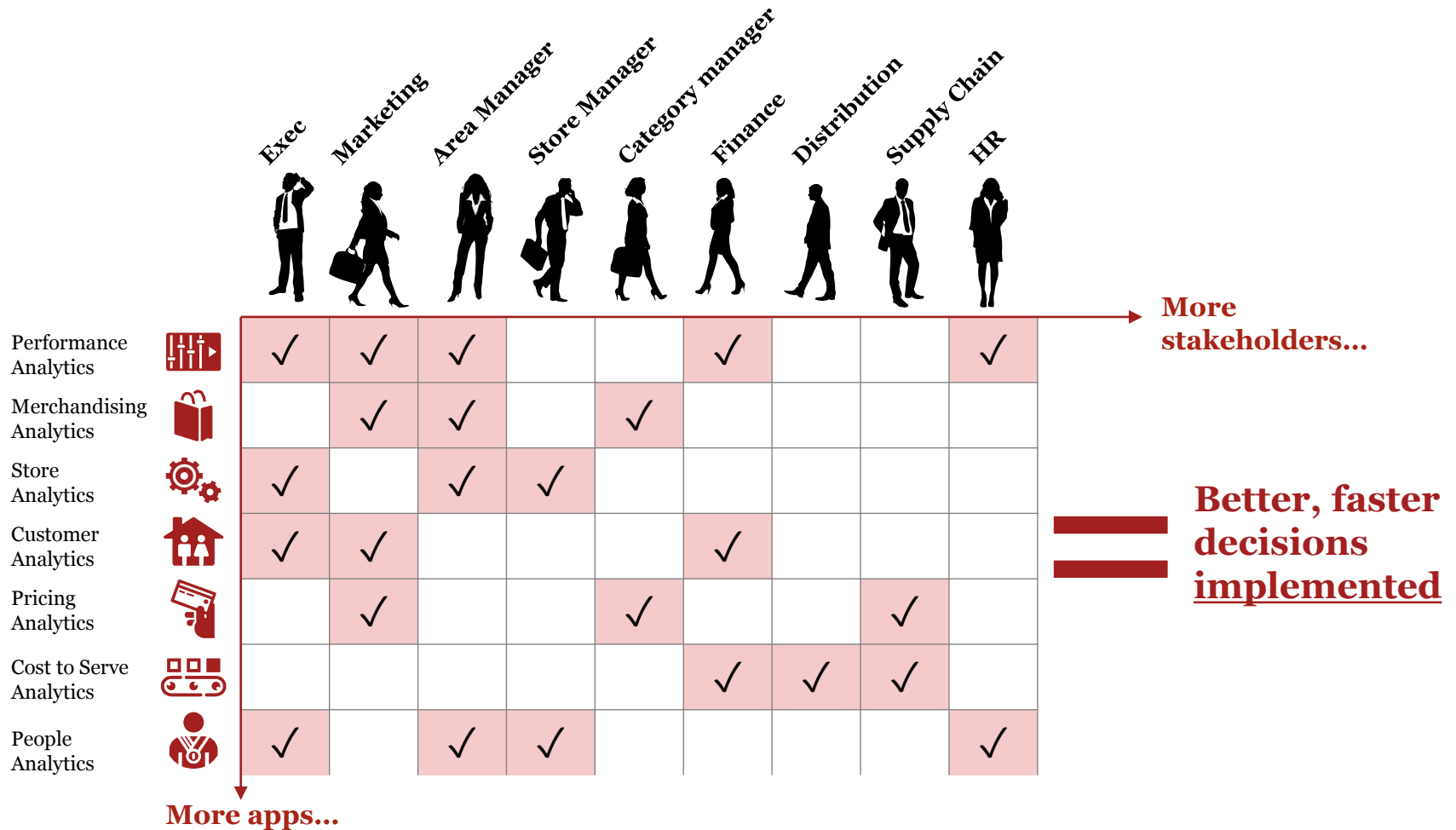




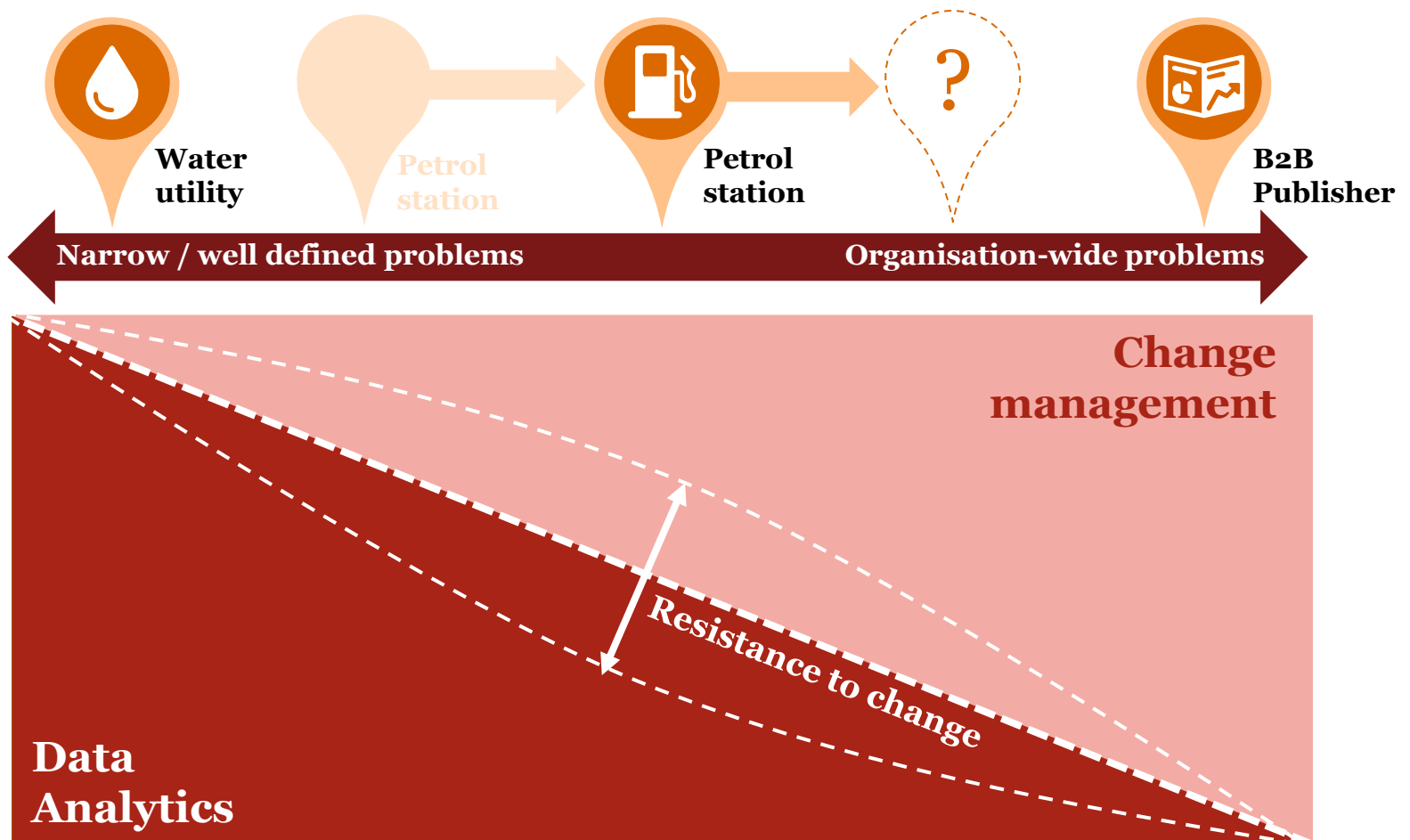
Paper vs real impact

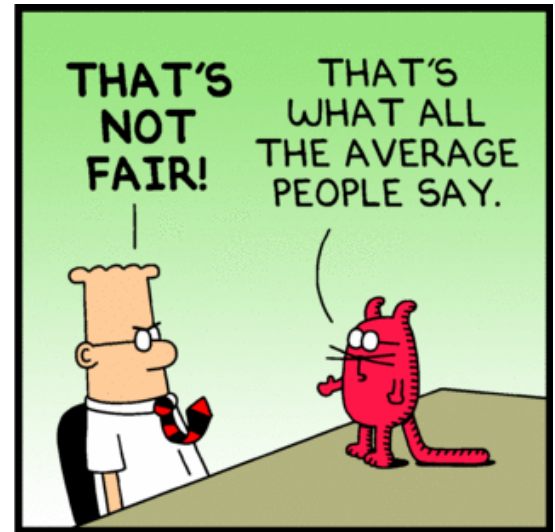
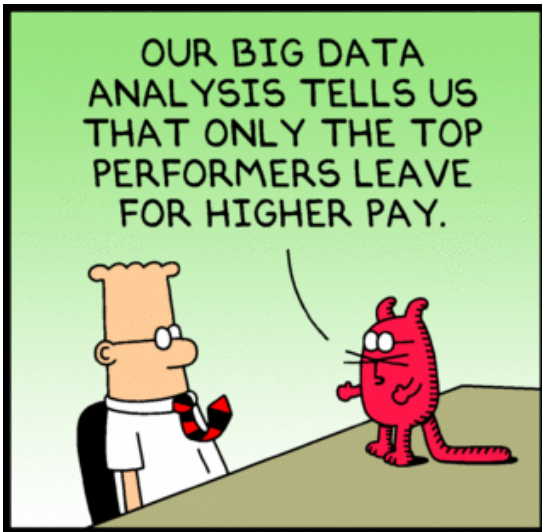


Method to the madness: a set of relevant analytics apps for every staff member to support decisions



What is the interaction between solving problems with data analytics and change management?





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