Order: Data Driven Decision Making

Words count: 800.

Order details:

This assignment will give you an opportunity to create a data and analytics plan for a present day business problem.

Once you have selected one of the Potential Case Studies, you will need to prepare a data analytics plan and submit it. Follow the Questions presented to you below to structure your plan.

You are welcome to use any resources necessary to find out more about the topic within the scenario. Remember you do not have to conduct actual data analysis, you only have to outline your plan.

Review criteria:
Review criteria will be based on how well your plan is formulated. Consider the data analysis framework and the types of analysis as you formulate your answers.

1- Potential Case Studies (select one scenario for which you will develop plan)

Final Project Case Study #1

Client's challenge: Leading financial institution

- Creating and implementing a global Anti-Money Laundering (AML) risk score for liability clients
- Harmonizing AML risk scoring standards across business units and regions
- Analyzing and risk scoring tens of millions of liability accounts

A leading financial institution needs to develop a globally consistent Anti-Money Laundering (AML) risk model to comply with a consent order from a banking regulator. Time is of the essence not only because of a tight deadline imposed by the regulator but also because of the scale of the project: the solution needs to enable risk scoring for tens of millions of deposit account holders worldwide.

The financial institution's previous AML risk models have been built around business units and regions. Each business unit uses its own qualitative methodology with some regional variations woven in to apply a set of rules to the customer data. Coming up with a single global solution will be a challenge. Simply gathering stakeholders in a room and having them hash out their differences isn't likely to result in a consensus. The financial institution needs expert help to come up with a solution that would meet the requirements of the consent order within 13 short months. Failure to comply might result in fines, penalties, and other sanctions.

Final Project Case Study #2

Client's challenge: Global consumer packaged goods company

A global consumer packaged goods (CPG) company has set an ambitious goal for itself: double revenues while keeping the costs minimal within eight years. Of course, the leadership knows that such rapid growth won't happen with guesswork, tribal knowledge and rough estimates. In order to maximize the performance of thousands of salespeople at thousands of worldwide distribution points, they will need to employ advanced business analytics techniques to analyze massive quantities of data being generated at ever-increasing speed.

Like all CPG firms, the company faces the challenge of making sure that day in and day out, the right products, in the right amounts, were on the right shelves at the right time. Complicating the issue is the daunting fact that the company is working in every corner of the globe. The company deals with a diverse set of global contacts and regional business units who share no common skill set, data platform, or analytics strategies. Creating one common platform that can collect incoming data, analyze it, and send insights about inventory and sales issues back into the field to any smartphone-equipped sales rep will be a significant undertaking. Powering the sales

force to make smart micro decisions that would roll up into better macro performance was absolutely necessary if the company was to stay competitive in its many markets and meet its goals for growth.

Final Project Case Study #3

Client's challenge: Global automotive manufacturer

A leading global automotive manufacturer realizes that its warranty costs are out of control because several of the business functions across the organization, including finance, sales and marketing, quality, and engineering, are unable to share data and make timely tactical and strategic business decisions related to emerging warranty and quality issues. The main operational obstacle is that they lacked real-time consolidated data and the reporting and analytics tools needed to drive insights, reduce costs and improve quality.

Manual business processes exist within multiple siloed business areas. Analysts are spending the majority of their time gathering data and generating reports rather than analyzing information. There is no place where all of the granular, vehicle-level information came together to create a master set of data and a "single version of the truth."

While vehicles are constantly collecting potentially valuable real-time data about their performance and faults via their on-board computers, like many of their competitors, the company has not devised a way to collect it. When sample data is collected, the company still cannot combine it with existing warranty data or mine it to determine root causes of problems. Addressing potential problems pre-emptively could save significant amounts of money and bolster the brand's reputation for quality at the same time. Other companies in the industry were beginning to see the strategic value of data analytics and it is time to take action.

2- Questions:

- Project Title:

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- What is the business problem you are trying to solve?

➔

- What's the first step you'll take?

➔

- What is your approach to developing a Hypothesis? (Include your Hypothesis)

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- What data would you collect?

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- How would you analyze the data?

➔

- How would you present the information to the client?

➔

- What insights did you develop?

➔

- What recommendations would you make?

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PS: please respond to the questions within the 800 words limit. If you believe it is not enough, please let me know. Thx.