ANALYTICS AS A SERVICE

Advanced Analytics and Research Lab

Top of the line analytics without the hassle

A 7-minute guide

2021 Edition

AAARL

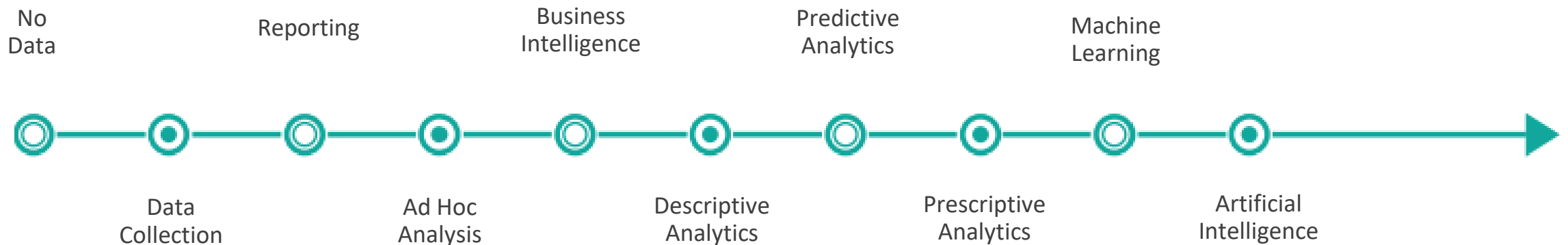# Table of Contents

What is Data Analytics?

Analytics is the art and science of transforming data into actionable business insights for key decision making.

Understanding and implementing data analysis is a complex problem that involves expertise in multiple disciplines including computer science, database management, and statistics.

Where does your team lie on the data journey?

No Data · Reporting · Business Intelligence · Predictive Analytics · Machine Learning

Data Collection · Ad Hoc Analysis · Descriptive Analytics · Prescriptive Analytics · Artificial Intelligence

Why Analytics?

Get a clearer picture to make important decisions

61%

of global companies in 2019 say that analytics are very important to their business growth and digital transformation[1]

95%

of global companies face some need to manage unstructured data.[2]

Buried within your data are key insights waiting to be uncovered. However, information that is not easy to understand is not valuable. It's important to have the capabilities to make decisions and accurately predict outcomes with confidence!

[1] https://www.microstrategy.com/getmedia/db67a6c7-0bc5-41fa-82a9-bb14ec6868d6/2020-Global-State-of-Enterprise-Analytics.pdf
[2] https://www.forbes.com/sites/rkulkarni/2019/02/07/big-data-goes-big/#:~:text=Our%20survey%20found%20that%20more,strong%20position%20in%20the%20market.

Why Analytics?

Keep up with the competition

59%

of enterprises in 2019 say they are using advanced and predictive analytics[1]
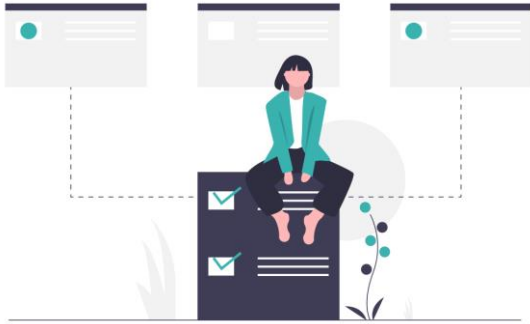
65%

of global enterprises plan to increase their analytics spending in 2020[1]

As the value of analytics grow exponentially, companies that don't take advantage of data resources will quickly fall behind.

[1] https://www.microstrategy.com/getmedia/db67a6c7-0bc5-41fa-82a9-bb14ec6868d6/2020-Global-State-of-Enterprise-Analytics.pdf

Case Study Example

Scenario

A manager has to make a pricing decision. She starts by pulling data from various sources and organizes it into a single Excel spreadsheet. She calculates totals, averages, and logical tests using basic Excel functions. Then, she uses more advanced functionalities (i.e. pivot tables) to create tables, charts, and graphs. Finally, she analyze the data to make her decision. If these tasks take about 10hrs/week, that's roughly 40hrs/month.

Analysis

Let's assume the manager's salary is $75,000/year. If these tasks take approximately 40hrs/month to complete, that's **one-quarter** of her time. This translates to **$18,000 of activities that could be automated at a much lower cost!** Furthermore, this will allow the manager to have more time for creative tasks and people management, instead of boring and repetitive data manipulation.
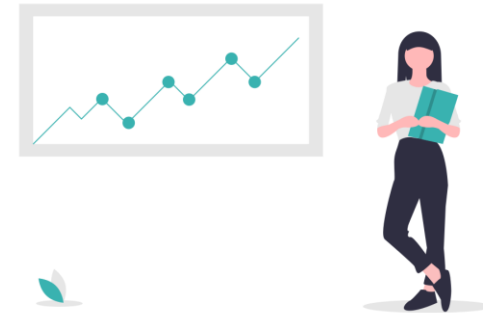
Solution

AAARL can automate the typical data manipulation process with tools like R, Qlik Sense, and VBA in Excel and **reduce up to 90% of the time spent on the data reporting process for only a fraction of the cost**. That would save up to $18,750 annually just for a single manager! Not only will AAARL deliver the results you need, but we'll go the extra mile to provide suggestions for analysis that can give managers insights to lead their team.

Cross Disciplines in Analytics

Management Analytics

Consolidate data for cost, revenue, profit, and employee information into real-time data visualization to help managers allocate resources and assess the health of the organization.

People & HR Analytics

Be more proactive when problem solving and spend less time dealing with transactional activities by utilizing metrics to track workforce demographics, recruiting, retention, performance, and health and safety

Inventory Analytics

Manage inventory levels with analytical accuracy. Forecast future stock requirements to avoid stock outs or overstocking and see which single or combination of items are performing best together.

Cross Disciplines in Analytics

Financial Analytics

Use financial analysis software to speed up the creation of reports and graphically present the data in executive dashboards, making it easier to read and interpret than a series of spreadsheets with pivot tables. Predictive analytics with historical data can be also used to forecast future gaps.
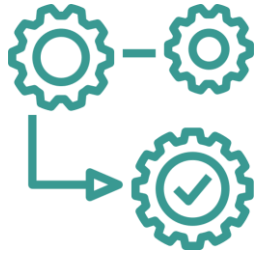
Operational Analytics

Track important metrics like service time, machine efficiency, and energy consumption to understand the health of key assets and optimize for higher utilization rates.

IT Analytics

Optimize IT resources by understanding and predicting where IT requests come from. Using descriptive and predictive analytics, prepare staff to balance loads and allocate resources optimally.

Cross Disciplines in Analytics

Customer Analytics

Understand your customers. Familiarize yourself with the way they interact with your products and services. Reduce purchasing friction by optimizing your value chain based on detailed customer profiling. Lastly, explore valuable new business opportunities only possible using analytic reporting such as churn alerts and customer segment analysis.

Transaction Analytics

Combine customer data with recency, frequency, and monetary values of transactions, understand purchasing behavior, and determine which sales or marketing channels have the highest impact on specific customers.

Social Media Analytics

Decrease the distance between organization and customer with social media and web presence analysis. Discover insights such as identifying which customers are key social media influencers and interpreting the sentiment of customer feedback and posts. Additionally, receive monthly reporting on your own social media performance.

Cross Disciplines in Analytics

Marketing Analytics

Monthly reporting using advanced analytics to understand customers, transactions, and marketing channel performance, provides the necessary information to decide how marketing spend can be best used to increase ROI.

Pricing Analytics

Pricing elasticity on products is a key question for a variety of industries. Optimize profits by testing various price points using statistical methodologies.

Sales Analytics

Which sales channel is performing the best? Perform analysis on internal sales and external competition to get a 360-degree picture, providing decision makers the knowledge of which lever to pull on to improve results.

Note: *If you would like to see more examples of analytics use cases, please go to www.aaarl.ca/analytics-use-cases*

Analytics as a Service

Lead the innovation.

Gain new insights.

Increase productivity.

Analytics as a Service

Do you have data but lack the resources to run basic or advanced analysis?

Let the experts at Advanced Analytics and Research Lab manage your daily, weekly, and monthly reporting and analysis so that you can focus on making **meaningful and creative decisions** with all the right information readily in your hands.

Save time
AAARL can deliver daily, weekly or monthly professional reports on your data or KPIs so you have all the information you need to make informed decisions.

Flexible, Value Based Payment
Forget the hassle of dealing with data manipulation, analysis, and report making. Select from various packages to fit your needs so that you can focus on doing the work that really matters.

Fully customizable service
No matter what data you have or what analysis you want to perform, we can deliver the information you want and need right into your hands.

Benefits of AAARL

Quick Acquisition of Analytic Capabilities

Recruiting and training an internal analytics team takes time and money. We allow you to skip the setup and grant you with the data capabilities you need – now.

Cost Efficient

Uncover the answers to improve your business operations without the costly, up-front investment of inhouse solutions.

Flexible Commitment

Acquire the analytics you need on a monthly or annual basis. Only sign up for what you need.

Increased Productivity

Automate the boring, repetitive data manipulation process to better utilize your time on more important tasks.

Speed and Availability

Experience timely reporting of deliverables. The analysis starts when you need it. We're on-call and can also do any last-minute reporting you need.

Cross Disciplinary Expertise

Receive in-depth technical and business insights from experienced experts in various industries.

Data Visualization

Instead of combing through rows of data on Excel, understand the bigger picture within your data quickly with the use of visual graphics and dashboarding

Your Analytics Journey Can Start with Any of our Pillars of Analytics

REPORTING

Whether it's employee retention, sales performance, or customer churn analysis, get reports delivered to you on time, so you can get your hands dirty and start making insightful decisions.

METRICS ANALYSIS

Metrics aggregation, benchmarking, and assessments

TREND & PERFORMANCE ANALYSIS

Our analyses lead to a holistic understanding of your business and provide actionable insights and recommendations that drastically increase your bottom line.

FORECASTING & OPTIMIZATION

Take data to the next level by applying machine learning and statistical forecasting models. Gain insights for the future, so you can be prepared.

AUTOMATION

Automated maintenance prediction, scheduling, and routing intelligence tools can help you can drive further efficiencies and ROIs to your daily operations.

CUSTOMIZED SOLUTIONS

Business consultation

Note: *If you would like to see examples of analytics use cases in various industries, please view the appendix or go to www.aaarl.ca/analytics-use-cases*

How it Works

1 **Assess fit:**
Find out if this is the right service for your organization based on the use cases outlined on slide 7 to 10 or the Pillars of Analytics on slide 13. If you are still unsure, consider the questions on slide 17 or talk to one of us to determine if there is a fit and how we can best help you in the process.

2 **Sign Up:**
If you decide that we are the right fit, you can either contact us directly or sign up online here and we will contact you.

3 **Evaluate your needs:**
After signing up, we will reach out to schedule an onboarding call. This process will help us set up your account, which will include:
- Understanding your challenges and data situation
- Giving preliminary recommendations
- Gaining access to your data
- Estimating delivery time
- Determining the best package

4 **Deliver Results:**
Our account executive will start working on your case as soon as we have access to your data. You will then receive a report with the analysis results, insights, and recommendations that will make your decision-making processes more effective and efficient.

5 **Pay:**
Finally, just pay at the end of the month!*

*Invoice payable in 15 days. If work exceeds your package activity, there will be extra charges on an hourly basis, plus a premium. You can cancel (or change) your subscription at anytime starting the following month (i.e. if you cancel on May 5th, your subscription will stop (or change) starting June, but will still receive service and be charged for May).

Pricing Packages*

We provide you with the analytical tools you need to succeed. Therefore, all packages are flexible and customizable. The following packages are for our Analytics as a Service line and are simply guidelines. Pricing for one-time projects vary widely and will need to be discussed.

	Lite $500 I month	Essential $1000 I month	Intelligence $2000 I month	Enterprise Starting at $3000 I month
In-depth weekly or monthly analytical customer, HR, operations, and transaction reports. Includes forecasting.	1 Report	2 Reports	4 Reports	4+ Reports
	OR	OR	OR	AND
Analysis project from the following Pillars of Analytics: • Trend & performance analysis • Forecasting & optimization • Benchmark and metrics analysis • Automation • And more	1 Project	1 Project	1 Project with the option for a customized solution	1+ Projects with the option for customized solutions
Hours of analytics consultation**	—	3 hours	8 hours	15 hours
Dedicated project manager	—	—	1 Project manager	1 Project manager
Dedicated analytics specialist	—	—	1 Specialist	2 Specialists
24h turnaround for quick analysis***	—	—	—	24h turnaround

* All packages includes upfront analytics assessment to determine best analytical strategies **Additional hours available on an hour fee basis *** Timing depends on project/analysis complexity

Before You Get Started

Consider the following questions to determine your current data situation.and capabilities.

Current Data Situation

- What type of data do you collect?
- Who has access to the data?
- Who oversees the data?
- Which part of the business relies on this data?
- Can you leverage your data in creative ways to create business opportunities?

Current Data Capabilities

- How many individuals in your organization have roles dedicated to finding answers from your data?
- How broad is their knowledge of manipulating and modelling data?
- How successful have they been in finding actionable recommendations?

Contact us if you need an extra hand figuring out your data situation or capabilities.
We offer free 30-minute consultations and are more than happy to answer any questions you may have!

About Us

Advanced Analytics and Research Lab is a data-driven organization that provides **affordable**, **user-friendly** and **high impact** analytics solutions, tools, and education for your organization. Our goal is to use data to deliver the information you need faster and put the spotlight on the insights hidden within the data to drive the bottom line. Our exceptional and versatile analytics services are personal and professional, focusing on results that are **relevant** and **practical**.
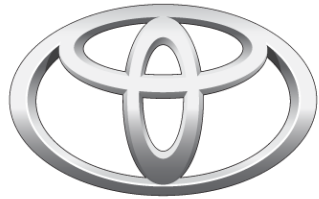
As a data driven company, we have three lines of businesses, **Analytics as a Service**, **One-Time Analytics Projects**, and **Analytics Education**.

We are extremely cognizant of data privacy and security and we take serious steps to protect our clients.

Visit our website www.aaarl.ca for more.

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Some of Our Clients

Thanks!

Any questions?

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