

Audit Analytics

The world of audit has evolved, with stronger regulatory demands, increasing data volumes and the shift from manual to automated processes. Applying analytics enables us to move beyond the traditional audit activities towards an environment of more sophisticated analysis and the overall delivery of **efficient, high-quality audits**, while at the same time deriving more value from the audit process.

In Deloitte we believe that clients now expect an audit not only to evaluate financial reporting risks, but also to highlight potential areas for **operational and business improvement**. From our experience, we know that applying Analytics to audit helps us to focus on risks from a wider perspective and pinpoint specific areas to help organisations achieve their objectives, manage risk and improve their overall performance.

Extra mile to Advisory

Auditors are in a unique position of **confidentially dealing** with your data, being bound by the Act on Auditors and ISA and having a deep **knowledge of the industry**. We have experts serving many clients in their industry of focus and with a benefit of working together with their international peers. Based on that we are able to **add context** to your Analytics and pick up triggers for business insights or deliver a solution. We use high-tech equipment of our lab located in Prague. You can find out even more about Analytics on the next page.

Selected success stories from the Czech market:



Retail

- Identification of the most desired products for each customer
- Branches location assessment – demography vs. customers



Consumer business

- Margin analysis by different attributes resulting in margin erosion controls being implemented.



Transportation

- Behavioral segmentation of customers and analysis of buying patterns to boost revenues
- Recommendations to pricing strategies



Manufacturing

- Detection of vendor invoice/payment duplicities and other control failures
- Vendor allowances recalculation

Deloitte analytics

Big data

Loyalty programs

Online

Fraud detection

Real time marketing

New products modelling

Pricing

Campaign optimiser

Customer experience

Dynamic discounting

Profit

Risks

Supply chain

Vendor allowances

Margin analysis

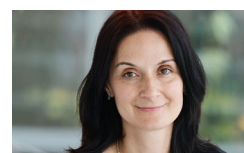
Predictive modelling

Tax analytics

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Applied Analytics we offer

Our propositions are organised within the Deloitte Analytics offerings framework by five business domains.

Customer Analytics How do we enhance the customer life-cycle, sales & pricing processes, and overall customer experience ?	Supply Chain Analytics What insights can we provide to enhance the supply chain across the organisational value chain?	Workforce Analytics How can we use analytics to enhance and optimise workforce processes and intelligence?	Finance Analytics How do we measure, control, and optimise financial management processes through analytics?	Risk Analytics What can we do to measure, monitor and mitigate enterprise risk?
<ul style="list-style-type: none">• Retail / corporate banking growth engine• Insurance growth engine• Propensity models, Campaign optimisation• Conjoint analysis, Customer churn• Customer lifetime value• Customer wallet• Optimum pricing• Social network analysis• Segmentation• Next best offer	<ul style="list-style-type: none">• Production optimisation• Dispatcher problem• Cutting stock problem• ATM cash replenishment• Airline route allocation• Complex system simulation	<ul style="list-style-type: none">• Collections management• Timetabling• Crew rostering problem• Job shop scheduling• Travelling salesman• Bus driver allocation	<ul style="list-style-type: none">• Dynamic discounting• Cash pooling• Capital budgeting• Foreclosure prediction• Portfolio optimisation• Tax Gap Analytics• Audit Analytics	<ul style="list-style-type: none">• Financial Crime Analytics• Optimisation & calibration• Credit risk scorecard• Cut-off assignment• Insurance loss modelling• Collateral optimisation• Operational risk• Insurance claims segmentation

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