

Deloitte.

JUNE 2018

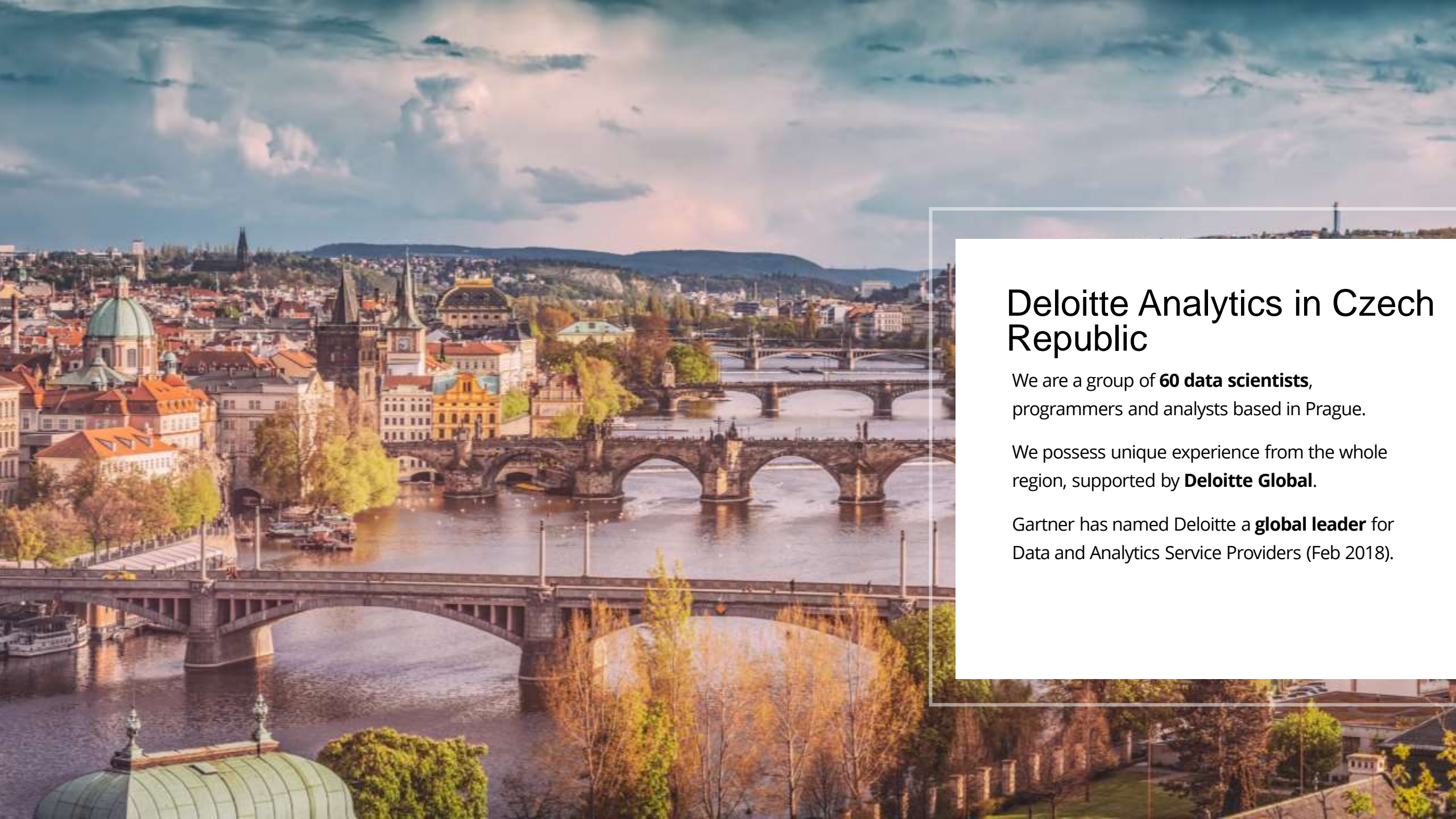
Insight Driven Organization



Introduction – Tervel Sopov

Helping companies to shine in analytics.





Deloitte Analytics in Czech Republic

We are a group of **60 data scientists**, programmers and analysts based in Prague.

We possess unique experience from the whole region, supported by **Deloitte Global**.

Gartner has named Deloitte a **global leader** for Data and Analytics Service Providers (Feb 2018).



It is without a doubt
that analytics
needs to become a
part of the company DNA...

Business does not see analytics as an instrument for **meeting their objectives**.

The work of analytics is rather descriptive, there is a very few **ROI driven projects**.

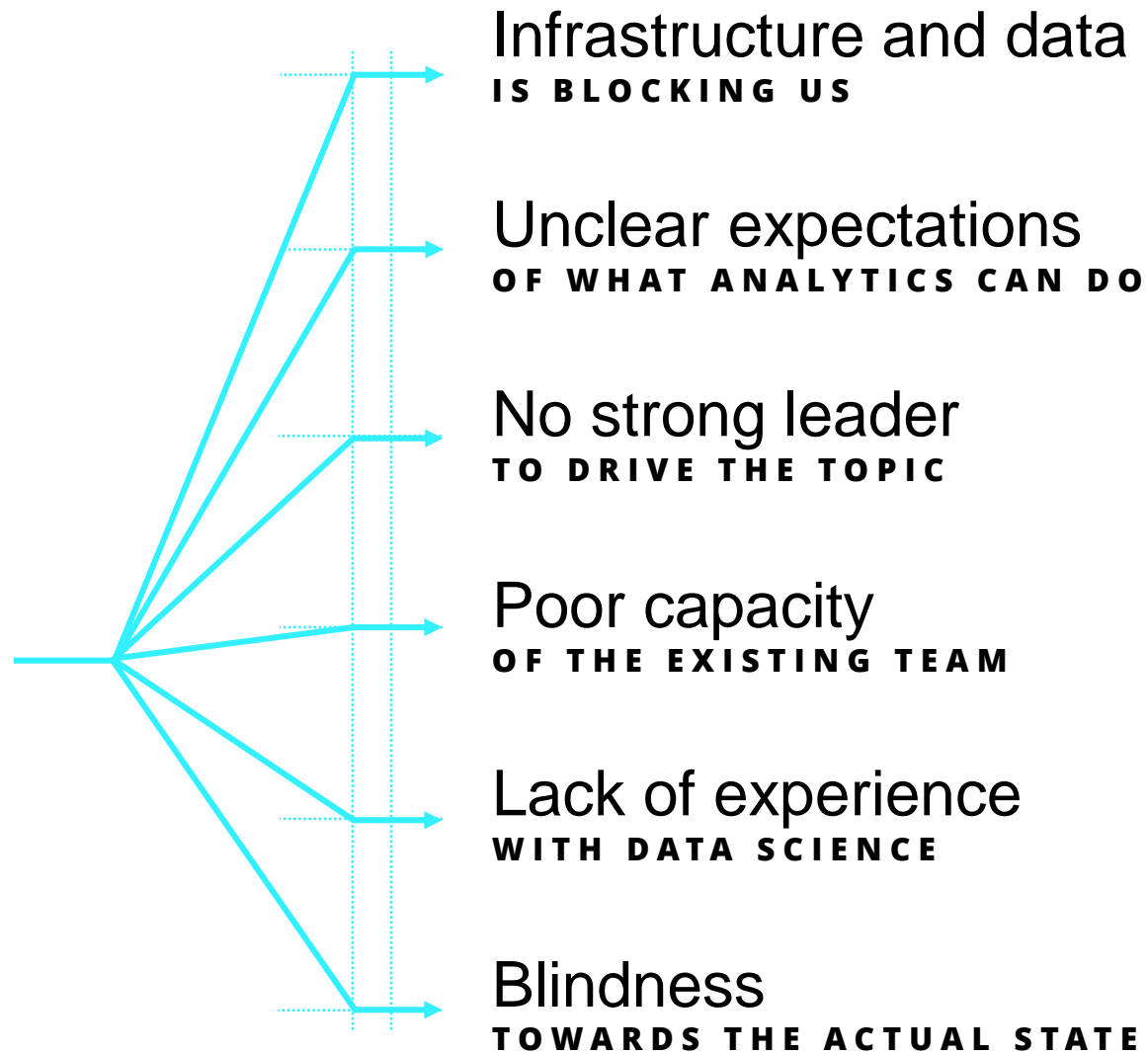
Analytical teams are **understaffed and fragmented**.

...yet a few businesses manage to do so.

„We thought that hiring a couple of mathematicians would work. But there are **barriers** we didn't foresee.“



It does not work
because...



How likely is
that to change
in a year, two
or five?



Start with your use cases...

BUILD A LONGLIST AND DERIVE CORRECT EXPECTATIONS

In what areas of business should analytics be helping you?

 Customer

 Product

 Finance

 Workforce

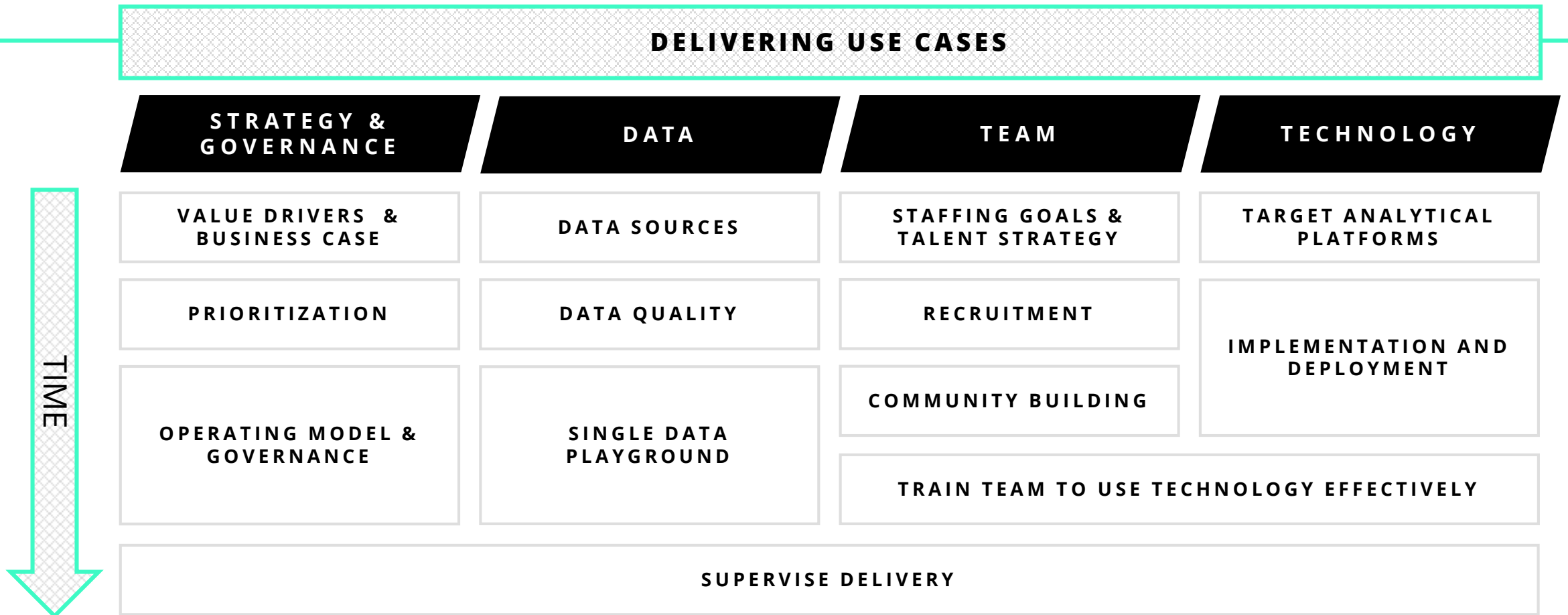
 Supply Chain

 Risk



...and kick off

Deliver value and improve on the go





Example project



Boost for Data Science

The data science team was understaffed, solving mostly ad hoc problems for a limited number of business users without clear strategy.

The tasks that the team performed consisted mostly of repeatable analyses requested by campaign managers on a daily basis.

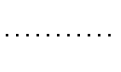
This state was unsatisfactory. The unit did not generate ROI and was not fully achieving the potential of analytics in a retail bank.

We supported CS with 6 FTEs for 12 months

Our mission



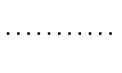
Define where Data Science should be placed in the organization



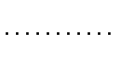
Find analytical use cases across the bank and create a short list



Hire and train 6FTEs for the Data Science



Improve availability and quality of data



Prioritize the short list and deliver the chosen projects



Evangelize analytics and promote the results



And leave.



Delivered 13 projects which required developing more than 50 models.

During the first year the bank made more than 100 million CZK thanks to the models developed.

Ceska spořitelna have built a community with quarterly TEDx shows with more than 200 attendees from different bank functions.



Thank you.

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