



Go deep

Deloitte Analytics

For most organizations, having enough data isn't the problem. Instead, it's knowing what to do with the massive amounts of data they have accumulated. At Deloitte, we help clients go deep into their data to uncover real, actionable business insights—insights that point the way to value. We work with clients across virtually every industry, in critical parts of their business.

There's no right place to start, but our experience has shown that these areas are best for gaining traction and showing results fast.



Customer

- Marketing ROI
- Customer segmentation
- Brand and sentiment analysis

Supply chain

- Supplier and procurement analysis
- Supply chain management
- Product profitability

Finance

- Financial performance management
- Advanced forecasting
- Governance, risk, and compliance

Workforce

- Performance management
- Workforce alignment
- Compensation and benefits

Risk

- Regulation and compliance
- Cyber risk
- Reputational risk

Fraud

- Fraud detection and prevention
- Regulatory compliance
- Enterprise fraud management

Pricing

- Enterprise value contribution
- Margin analysis
- Cash contribution by product
- Economic models for bid strategies

Tax

- Tax benchmarking
- Trend analysis
- Predictive analysis and modeling
- Data mining

Crunchy questions

Analytics is about asking—and answering—smarter questions to get to the core of tough business issues. But you have to know which questions you should be answering, not just the ones you *could* answer. We call those crunchy questions: practical, detailed inquiries into tough business issues, designed to lay the groundwork for action. Here are a few examples:

- How can we improve supply chain efficiency without exposing ourselves to excessive risk?
- Who are the next thousand customers we're at risk of losing—and why?
- How many customers will we lose if we increase prices?
- Where exactly are we leaking margin?
- Which employees are most at risk of leaving?
- Where should we set up our next distribution center?

What to expect

Clients who work with us know to expect a practical, business-first approach to analytics. Here are a few of the touchstones of our approach:

Different models for different needs

From focused help on individual projects, large-scale outsourcing, subscription models and beyond, we offer a range of flexible models for engagement.

Industry first

We take an industry-specific approach to analytics, helping clients benefit from the experiences of their peers—and get to the answers faster.

Global resources

Our clients plug into a network of global business resources and partnerships that can be accessed when and where they are needed.

Real solutions for real challenges

Drawing from analytics experiences with clients across all industries, we're constantly developing and deploying prebuilt solutions to solve commonly encountered challenges. Here are a few examples of the scores of industry- and challenge-focused solutions we've developed:

- Workforce Retention (for HR leaders)
- Banking Executive Data Quality Dashboard
- Analytics Accelerator for Insurance
- Enterprise Fraud and Misuse Management (for finance)
- Customer Engagement Analytics (for CMOs)

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Step inside

Analytics is a contact sport. We encourage clients to visualize and interact with live data, poking and prodding the underlying technology until it makes sense. That's why we've set up a revolutionary network of high-touch, immersive physical spaces dedicated to analytics, where we take analytics from theory to practice.

In 2014, the HIVE (Highly Immersive Visual Environment) will become part of the Deloitte Greenhouse—a space for the cultivation of ideas, relationships, and opportunities to help accelerate breakthroughs.

In the HIVE, visitors can see current analytics tools and approaches in action—even using their own data. Also included: hands-on sessions, experience tours, ideation workshops, learning journeys for understanding emerging trends, and more.

Learn more and get connected

Whether you have a pressing issue in mind or just want to learn more about some aspect of business analytics, we're happy to speak with you.

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