Wipro's Data Discovery Platform

The growing need for faster time to market, inability to conduct more 'analytical data experiments' in the digital age, a limited new age technology and lack of analytical talent are major constraints for organizations that are looking to become more insights driven. As organizations adopt a data and insights driven culture in an increasingly fast paced digital market, it is imperative that every user has the ability to leverage data to make better decisions, with easy access to the data. The objective is to ensure that the use of data and analytics by executives and employees is embedded in their day-to-day workflows.

Data Discovery Platform – pertinent insights, faster decisions

Bridging the insights delivery gap through platform and advisory capabilities to increase revenue, reduce costs and increase customer satisfaction is the premise on which the Data Discovery Platform (DDP) is built. The Data Discovery Platform is an exploratory analytics platform offered in an Insights-as-a-Service model to conceptualize, build and deliver an

analytical app for the business users, data analysts and data scientists in the client's organization, helping them perform data experiments and get business insights faster.

The platform consists of pre-built analytical apps across several industries and provides an option to build a new analytical app in a rapid and iterative manner. This is a full-stack analytics offering wherein Wipro takes care of the hardware, software, services and operationalization of analytics for desired use-cases. The platform is built on the Cloud, imbibing principles of Cloud application design to achieve scalability and cost efficiency. The apps are offered in simple unit based models for easier consumption of analytics.

The DDP encompasses the entire lifecycle of data science activities (ingestion, data preparation, feature extraction, model building, insights communication and model management). A set of technologies (Open Source and proprietary) have been brought together through single platform architecture to align to the needs and accelerate the value chain of a data/insights discovery process.

Analytical app – byte-size insights

An analytical app delivers insights for specific problem domain

Insights on...

☑ What happened?
☑ Why did it happen?
☑ What will happen?
☑ What should i do about it?

Delivered through...

☑ Business data stories
☑ Visualization
☑ Analytical models
☑ KPI libraries

Packaged components

☑ Data ingestion
☑ Data wrangling routines
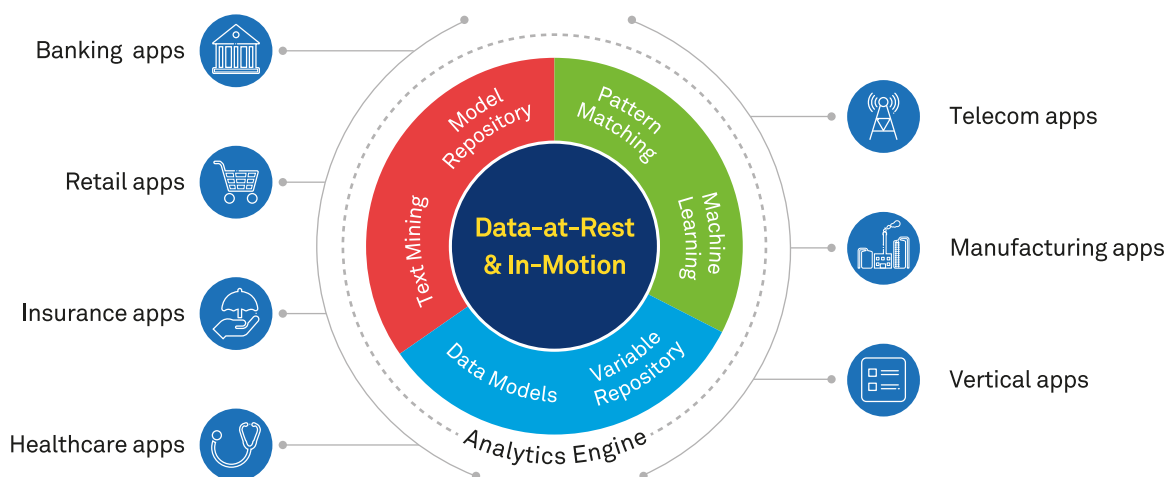☑ Canonical data models
☑ Workflow

Figure 1: Overview of the app

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Data Discovery Platform

Exploratory Analytics Platform | Pertinent Insights | Use-Case Approach | Faster Decisions

Banking apps

Retail apps

Insurance apps

Healthcare apps

Model Repository

Pattern Matching

Text Mining

Machine Learning

Data-at-Rest & In-Motion

Data Models

Variable Repository

Analytics Engine

Telecom apps

Manufacturing apps

Vertical apps

Range of analytics
- Descriptive
- Diagnostic
- Predictive
- Prescriptive

Delivered through
- Advanced Visualizations
- Models & Variables
- Accelerators & Algorithms
- Vertical Focused Apps

Benefits
- Reduced TCO
- Faster Time to Market
- Increased "Analytical Throughput"
- Enable a Data-driven Enterprise

Key benefits

- Minimum CAPEX
- Accelerated time-to-insight
- Scalable and ready-to-use infrastructure
- Flexible, best-in-class technology stack
- Vertical-specific apps

Data Discovery Platform (DDP) has 100+ apps/solutions across verticals

Insurance

- Insurance Subrogation
- Customer Attrition
- Competitive Social Analytics

Banking

- Customer Segmentation
- Silent Attrition
- Campaign Response Model
- Transaction Volume Forecasting
- Revenue Model

Utilities

- Knowing Customer Archetype
- Customer Engagement
- Conductor Failure Analysis
- Residential Consumption Forecasting
- Solar Generation Forecasting
- Monthly Revenue Projection

Energy

- Drilling Hazard Event Detection
- Energy Trading Surveillance
- Survival Model for Asset Failure

Natural resources

- Mining Risk Assessment
- Sequence Model for Asset Failure
- Mining Productivity Analysis

Water

- Predicitive Asset Maintenance
- Work Order Analytics
- Situational Awareness
- Leakage Analysis
- Treatment Plant Optimization

Manufacturing

- Service Analytics
- Warranty Analytics
- Asset Failure Analysis
- Pipeline Sales Conversion Analytics
- PLM Analytics

Healthcare

- Adverse Event Detection
- *KOL Analytics - Lung Cancer
- *KOL Analytics - Physicians
- Fraud Detection
- Market Basket Analysis - Dental Care

Retail

- Customer Segmentation
- Targeted Camapaign for Loyal Customers
- Reputation Management
- Store Performance
- Assortment Assist
- Marketing Channel Management
- Promotion Effectiveness
- Market Basket Analysis
- Store Analytics

Media & telecom

- Call Drop Analysis

Consumer, government & transportation

- Passenger Experience Analytics
- Student Retention
- Marketing Mix Mode

Other solutions

- Data Operations Performance Analytics
- IT Batch Analytics

Social and public data

- Social Dashboard
- Speech Analytics
- Financial Performance Forecasting
- Social, News and Weather Alerts

Success stories

West Australian state government owned corporation

The client replaces 500 km of conductor on an average per year. The Conductor Failure app on DDP has helped the client save 10% on their AUD 100,000 AUD per km costs resulting in AUD 5mn potential savings in the first year. This is a three year program, with expected savings of AUD 15mn over the next 36 months.

US based global medical technology company

The client selected Wipro as a partner of choice to deliver insights by leveraging the Data Discovery Platform. Wipro's Analytics Consulting team led workshops with business to conceptualize and develop more than 50 use cases. The client will have high predictability in the number of experiments they can conduct and the platform will significantly reduce time to insight.

US based global food services and facilities provider

The solution included Pricing Analytics as a service, a Cloud based analytical app developed for real-time pricing suggestions with data exploration capability and design of an online portal for category management. DDP enhanced pricing decision capability by accounting for margin expectations, competition and price sensitivity.

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