

Why business intelligence and analytics is essential in times of crisis?

Lead with data in difficult times by adopting "New Normal"



Data-based decision making to thrive in challenging conditions

Advaiya approach to Next Gen BI solutions

Phase 0



Information need discovery and planning

Phase 1



Data discovery, aggregation, & implementation

Phase 2



Advanced analytics and actions

CRITICAL AREAS FOR ANALYTICS

Strategic decision making

- Scenario planning for cash flow and market demand
- Transparency in operations
- Post COVID-19 scenario modeling
- Footprint optimization for real-estate

Optimizing operations

- Minimize supply-chain risks by demand forecasting and scenario planning
- Minimize supply-chain costs by analyzing cost drivers
- Optimize delivery routes to save transportation expenses

Engaging customers

- Align Messaging to Fit the Individual
- Optimize sales by tracking and analyzing sales data
- Spot holes in the pipeline and strategically assign territories
- Call-center optimization and capacity planning

Empowering Employees

- Remote-workforce optimization
- Dynamic workforce-availability planning
- Workforce-protections management

CHALLENGES

Align analytics with business priorities

- Align analytics strategy with overall corporate strategy
- Develop long-term view of data
- Building new data streams for short-term decisions

Making organization more agile

- Create Minimum Viable Product (MVP) quickly
- Assess effect of market changes

Empowering front line teams with decision making authority

- Move from top-down decision making to data-driven decision making
- Provide seamless access to information

Eliminating silos

- Move from siloed work to interdisciplinary collaboration
- Automatically assembling cross-functional crisis response teams

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