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BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Harnessing the Power of Business and Data Analysis for Strategic Success



Bridging Strategies and
Operational
Understanding



Conference: Business
Analysis Conference
2024



Speaker: Joana Colaco



Date and Location:
London, UK , 16 – 18
September 2024

About the Presenter - Joana Colaco

Introduction



Principal Consultant at Wipro Limited with extensive expertise in consulting, business analysis, and data analytics for large IT transformation projects.

Led successful projects with high-profile clients such as Wipro, Aviva, BNP Paribas, and Lloyd's Bank.

Active mentor at IIBA UK, demonstrating dedication to talent development and leadership.

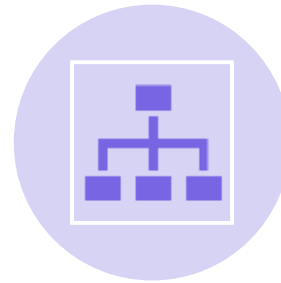
Known for her commitment to professional growth and ability to inspire and lead.



Session Objectives

Unlock	Unlock Business Insights: Combine business and data analysis for powerful insights.
Learn	Strategic Growth: Learn to merge insights for growth and competitive advantage.
Gain	Data Literacy: Gain insight to develop data literacy and critical thinking for better decision-making.
Foster	Collaborative Intelligence: Foster teamwork across functions.
Encourage	Continuous Improvement: Encourage efficiency and adaptability to market changes.

IMPORTANCE OF BUSINESS ANALYSIS



Improves organizational efficiency by identifying and addressing business needs.



Enhances decision-making through data-driven insights and analysis.



Facilitates better communication and collaboration among stakeholders.



Reduces project costs and increases ROI by streamlining processes.



Mitigates risks by anticipating potential issues and developing solutions in advance.

Analysis

The Role of Data in Business Analysis

Data-Driven Decision Making

Using data to guide business strategies improves accuracy and efficiency. Enables evidence-based decisions that align with organizational goals.

Supportive Evidence for Strategies

Data analysis provides the evidence needed to support or refute business strategies. Ensures that decisions are not based on intuition but on solid data.

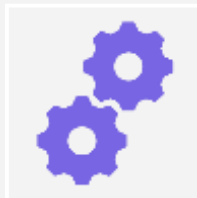
Enhances Agility and Responsiveness

Data analysis enables businesses to quickly adapt to market changes, identify new opportunities, and respond effectively to potential threats, enhancing their agility and responsiveness.

KEY BENEFITS OF DATA-DRIVEN DECISIONS



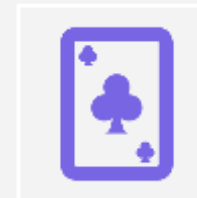
Accurate Decisions:
Reduces error by relying on precise data



Efficient Processes:
Data insights improve resource allocation.



Boosted Profits:
Analysing trends increases sales.



Risk Prevention:
Predictive analysis manages risks.



Strategic Growth: Data informs long-term planning.

HOLISTIC INSIGHTS AND COLLABORATIVE EFFORTS



Key Benefits



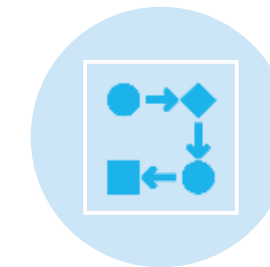
Enhanced Risk Analysis: Combining expertise for accurate risk mitigation..



Informed Decision-Making: Leveraging insights to address issues proactively..



Innovation Through Collaboration: New ideas from diverse perspectives.



Continuous Improvement: Regular reviews lead to better strategies.



Aligned Objectives: Ensuring data and business analysts work towards common goals.

DATA LITERACY - UNDERSTANDING AND INTERPRETING DATA



Data Familiarity

Understanding the basic concepts and sources of data, including types of data and data collection methods.



Application Proficiency

Ability to use data tools and software to analyze and visualize data effectively.



Contextual Understanding

Interpreting data within the context of the relevant field or industry to make informed decisions.



Informed Decision-Making

Using data insights to drive strategic and operational decisions within an organization.



Driving Innovation

Leveraging data to identify new opportunities, optimize processes, and foster innovation.



Collaborative Environment

Importance of data literacy in fostering a collaborative environment where all team members can contribute to data-driven discussions.

Applying Data within Industry Contexts



Industry-Specific Terminology

Understanding specialized terms and concepts relevant to a particular industry enhances effective communication and collaboration.



Identifying Industry Trends

Recognizing key trends, challenges, and opportunities within an industry facilitates informed decision-making and strategic planning.



Tailoring Data Analysis

Customizing data analysis techniques to meet specific industry requirements ensures that insights are relevant and actionable.

APPLYING DATA WITHIN INDUSTRY CONTEXTS



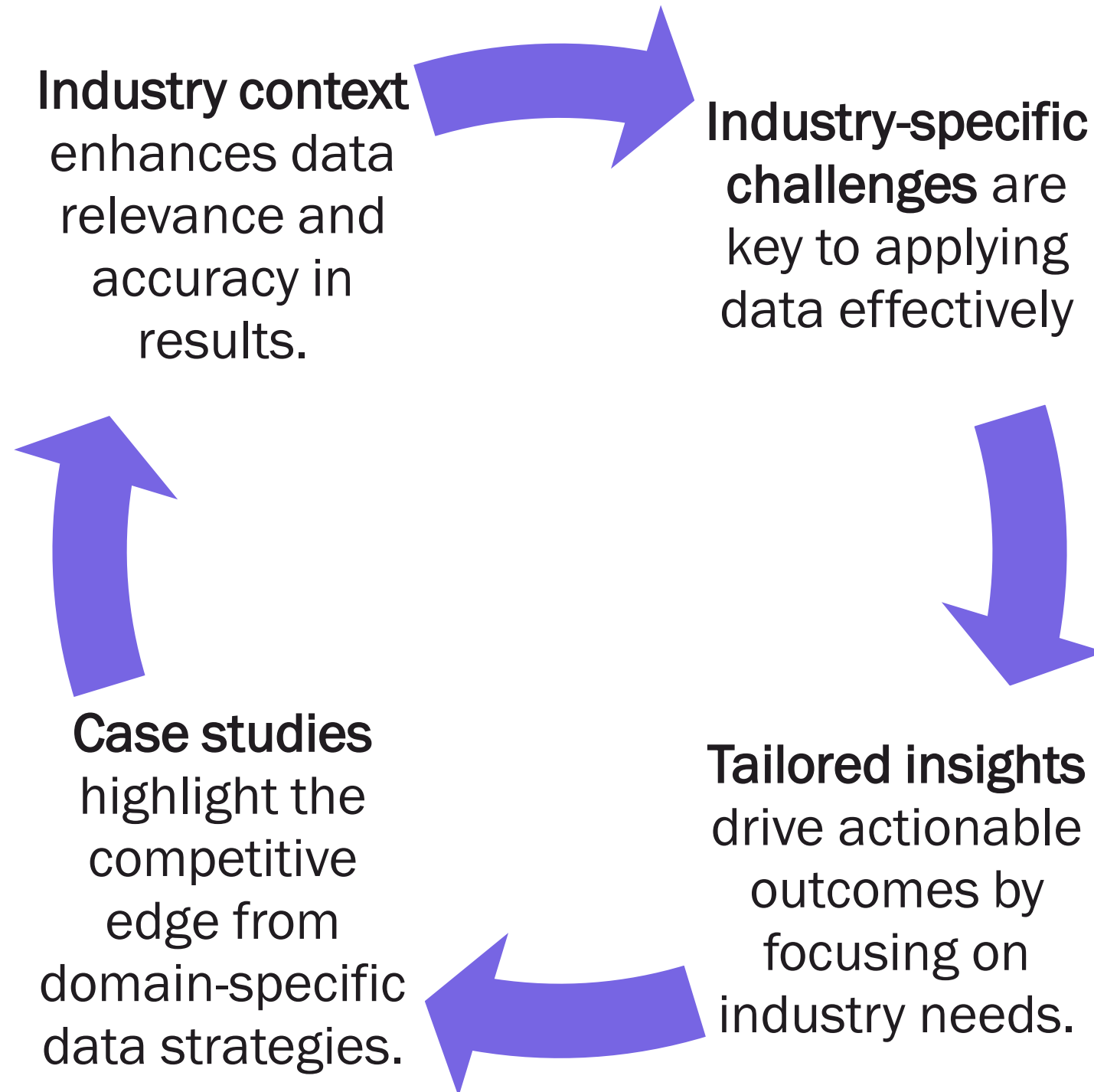
Importance of Applying Data Contextually

Industry context enhances data relevance and accuracy in results.

Industry-specific challenges are key to applying data effectively

Case studies highlight the competitive edge from domain-specific data strategies.

Tailored insights drive actionable outcomes by focusing on industry needs.



Case Study 1: Direct Wealth Management Platform

Overview



Platform Name:
Direct Wealth



Developed By:
Leading financial services firm



Objective:
Democratize access to investment opportunities and financial planning services



Target Audience:
Retail investors



Features:
Personalized investment strategies, expert advice, intuitive tools for wealth accumulation and management



- Introduction

Synergizing Business Analysis and Data Insights

Case Study Overview

In this case study, we'll explore how business analysis and data insights are integrated within the Direct Wealth Management Platform.

Operational Efficiency

Data insights help in optimizing day-to-day operations, enhancing client engagement, and improving overall efficiency of the platform.

Performance Optimization

Continuous analysis of data ensures the platform remains competitive by identifying areas for performance improvement and innovation.

Platform Development

Business analysis is crucial in defining requirements and guiding the development of the platform to meet market needs and user expectations.

Decision Making

The synergy between data and business analysis supports strategic decision making, allowing for more informed and effective strategies.

Conclusion

The Direct Wealth Management Platform case study highlights the critical role of combining business analysis with data insights for successful platform management.

EFFECTIVE UTILIZATION OF DATA IN BUSINESS ANALYSIS

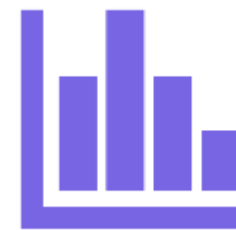
Key Points



Continuous collaboration and communication are crucial for effective data utilization.



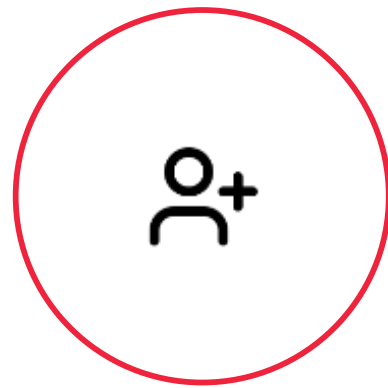
Addressing challenges and proposing solutions fosters a collaborative environment.



Collaborative intelligence combines business and data analysis for platform success.

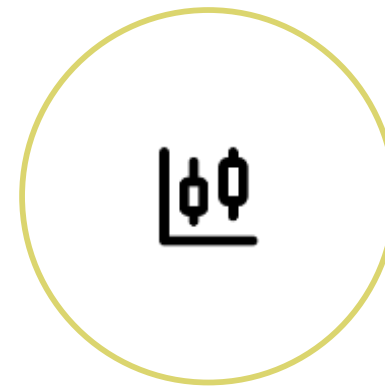


Direct Wealth: Business and Data Analysis Impact



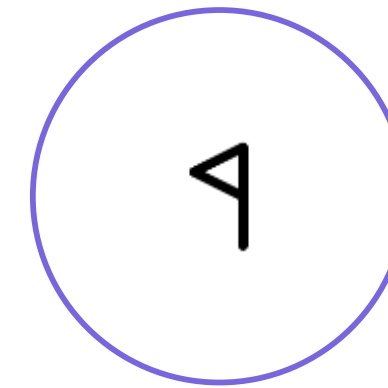
User Engagement

Achieved a 30% increase in active users annually and a 25% increase in average session duration.



Investment Returns

Realized a 15% improvement in investment returns and a 10% reduction in portfolio volatility.



Compliance Management

Achieved 100% compliance with new regulations in six months, resulting in a 40% decrease in compliance-related incidents.

CASE STUDY : DIRECT WEALTH



Customer Engagement

Doubled customer interactions per month using analytics. Achieved 40% improvement in customer satisfaction (NPS).



Operational Efficiency

Reduced operational costs by 20% and increased transaction speed by 50%.

User Experience

Enhanced client experience through data analytics, leading to higher engagement and satisfaction rates.



Compliance

Improved data management and adherence to regulations, reducing risks.



Higher Returns

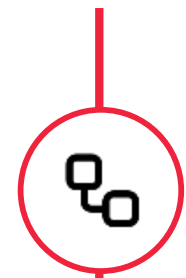
Achieved higher returns using predictive analytics.



Business Analysis & Data

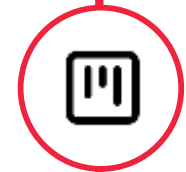
Merged business analysis and data analytics to identify future development projects and create opportunities for analysts.

BENEFITS FOR BUSINESS/ORGANIZATION



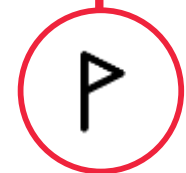
Career Advancement through Collaboration

Team members can advance their careers by collaborating on projects, leveraging collective expertise, and gaining new skills. This promotes professional growth and development.



Increased Efficiency

Collaboration tools streamline workflows, reduce redundant tasks, and facilitate real-time communication, leading to higher productivity across teams.



Enhanced Decision Making

Access to a diverse range of opinions and data allows for more informed and effective decision-making processes, improving overall business strategies.



Competitive Advantage

By meeting specific requirements and leveraging unique capabilities, businesses can gain a competitive edge in the market, staying ahead of their competitors.

CAREER ADVANCEMENT THROUGH COLLABORATION

Diverse Perspectives

Collaboration brings together diverse perspectives, leading to innovative solutions and enhanced problem-solving capabilities.

Specific Strategies

Implement strategies such as cross-functional teams and joint ventures to drive career growth through collaboration.

Visibility

Working with others raises your profile within the organization, showcasing your contributions and potential.

Skill Development

Collaborative projects provide hands-on experience and the chance to develop new skills relevant to career growth.

Networking

Building a network through collaboration opens up new opportunities and resources for career advancement.

Mutual Benefits

Emphasize the mutual benefits for both business and data analysts. Provide examples of successful career advancements through collaboration.

PROS AND CONS OF COLLABORATIVE BUSINESS AND DATA ANALYSIS



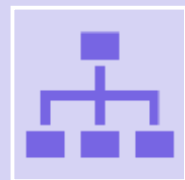
Strengths



Enhanced decision-making through diverse perspectives.



Increased innovation by combining business and data expertise.



Fosters a data-driven culture within the organization.



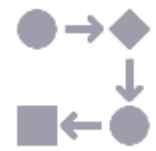
Opportunity

Privacy and Ethical Leadership: Enhance privacy protection and ethical data use to build trust.

Talent Development: Close skill gaps through targeted training programs.

Cybersecurity Strengthening: Boost customer confidence by reinforcing data security.

KEY TAKE AWAYS



Merge Insights for Strategic Growth: Understand how combining business and data analysis drives innovation and strategic planning.



Develop Data Literacy and Critical Thinking: Learn to interpret and apply data effectively and solve complex problems through critical thinking.



Foster Collaborative Intelligence: Recognize the essential collaboration between business and data analysts for strategic success.



Encourage Continuous Improvement: Embrace continuous refinement and data integration to sustain innovation and competitive advantage.



Q&A AND CONTACT INFORMATION



We encourage open questions and discussions to clarify any points.



Feel free to reach out via email at joana@joanzbusinessolutions.com for further inquiries.



Follow us on social media for updates and more information: <https://www.linkedin.com/in/joanacolaco/>



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THANK YOU



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