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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



wipro

About the Presenter – **Joana Colaço**



Introduction

Principal Consultant at Wipro Limited with extensive expertise in consulting, business analysis, and data analytics for large IT transformation projects. Known for commitment to professional growth and ability to inspire and lead.

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

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

Area Director at Toastmasters International

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.

Key Benefits of Business Analysis



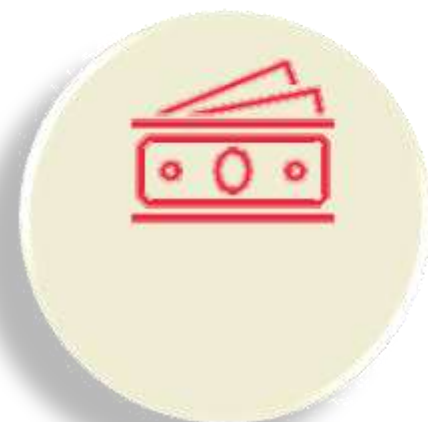
Efficiency Improvement: Improves efficiency by identifying and addressing business needs.



Better Collaboration: Facilitates better communication and collaboration.



Enhanced Decision-Making: Enhances decision-making with data-driven insights



Cost Reduction: Reduces costs and increases ROI by streamlining processes

The Role of Data in Business Analysis

Data-Driven Decision Making

- Data-driven strategies enhance accuracy and efficiency.
- Supports evidence-based decisions aligned with business goals.

Supportive Evidence for Strategies

- Data analysis provides solid evidence to support or challenge business strategies.
- Ensures decisions are based on facts, not intuition.

Enhances Agility and Responsiveness

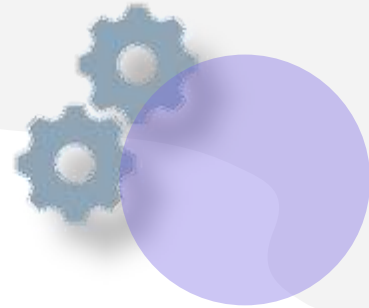
- Data analysis helps businesses adapt quickly to market changes.
- Identifies new opportunities and responds to potential threats effectively.

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.



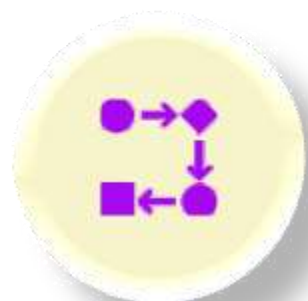
Informed Decision-Making:

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

- *Understand key data concepts and sources.*
- *Learn different types of data and collection methods.*



Contextual Understanding

- *Interpret data in the context of the relevant industry for insights.*
- *Make informed decisions by applying industry-specific data analysis.*



Application Proficiency

- *Proficient in using data tools and software for analysis.*
- *Skilled at visualizing data effectively using software*

DATA LITERACY - UNDERSTANDING AND INTERPRETING DATA



Informed Decision-Making

- *Use data insights to guide strategic decisions.*
- *Leverage data to inform operational choices.*



Driving Innovation

- *Identify new business opportunities by analyzing data trends and patterns.*
- *Enhance innovation and efficiency through data-driven process optimization.*



Collaborative Environment

- *Promotes a collaborative culture by ensuring all team members can engage in data-driven conversations.*
- *Empowers the team to contribute effectively through improved data literacy.*

Applying Data within Industry Contexts



Industry-Specific Terminology

- *Familiarity with industry-specific terminology improves the clarity and efficiency of communication.*
- *Understanding key concepts within an industry fosters better teamwork and collaboration.*



Identifying Industry Trends

- *Spotting trends and challenges supports informed decisions.*
- *Recognizing opportunities aids in strategic planning.*



Tailoring Data Analysis

- Tailoring data analysis ensures relevant insights.
- Custom methods make insights actionable for the industry

APPLYING DATA WITHIN INDUSTRY CONTEXTS

Importance of Applying Data Contextually

Industry-specific challenges are key to applying data effectively

Tailored insights drive actionable outcomes by focusing on industry needs.

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

Industry context enhances data relevance and accuracy in results.



Case Study : Direct Wealth Management Platform

Overview

▀ **Platform Name:** *Direct Wealth*

▀ **Developed By:** Leading financial services firm

▀ **Objective:** *Expand access to both investment and financial planning services for a wider audience*

- **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

- *Explore how business analysis and data insights are integrated for the development of the Platform.*
- *Understand how data insights improve the platform's functionality.*

Business Analysis

- *Business analysis helps define requirements for the platform.*
- *It guides development to meet market needs and user expectations.*

Data Insights

- *Data insights optimize daily operations and enhance client engagement.*
- *They also improve the platform's overall efficiency.*

- Introduction

Synergizing Business Analysis and Data Insights

Decision Making

- *The combination of data and business analysis enhances strategic decision-making.*
- *It enables the development of more informed and effective business strategies*

Performance Optimization

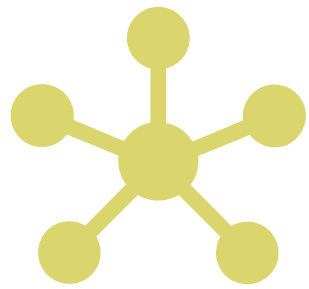
- *Ongoing data analysis helps the platform stay competitive by pinpointing areas for improvement.*
- *It drives innovation by identifying opportunities for enhancing performance and features.*

Conclusion

- *The case study emphasizes the importance of integrating business analysis with data insights.*
- *The combination is key for effective and successful platform management.*

EFFECTIVE UTILIZATION OF DATA IN BUSINESS ANALYSIS

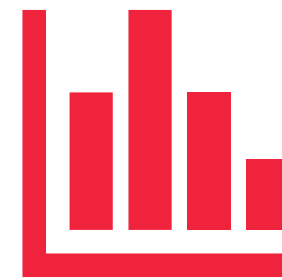
Key Points



Continuous collaboration and communication are crucial for effective data utilization.



Addressing challenges and proposing solutions fosters a collaborative environment.

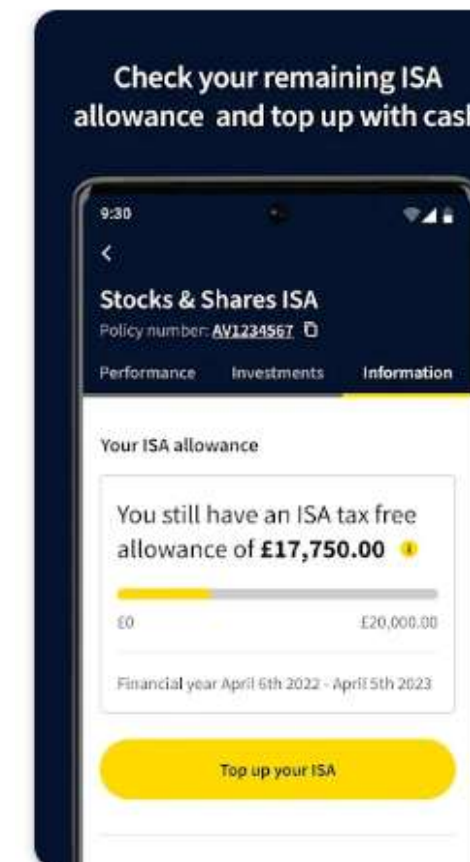
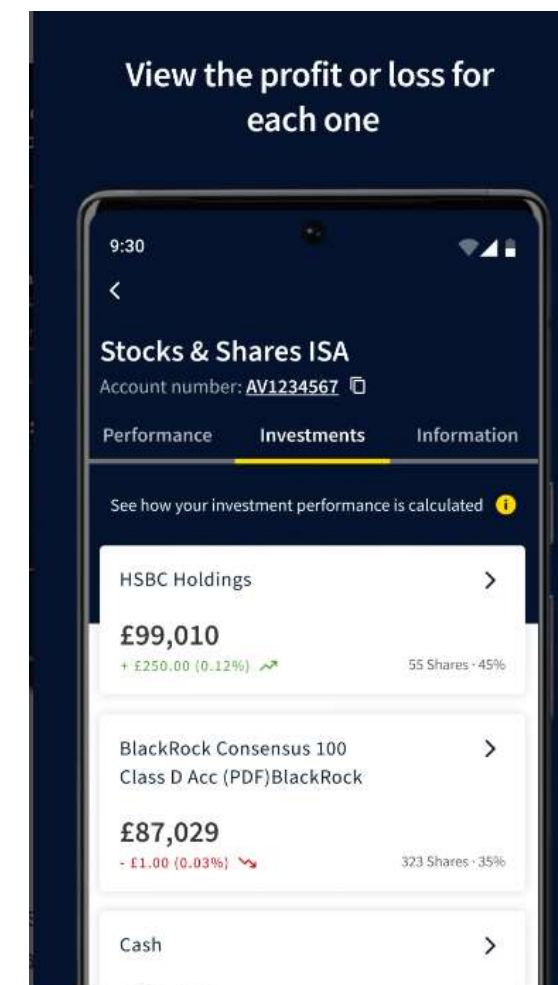


Collaborative intelligence combines business and data analysis for platform success.

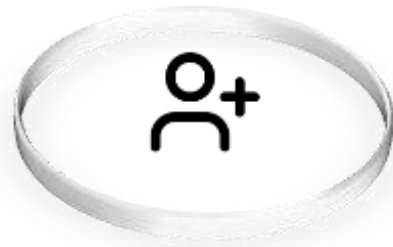
Case Study : Illustrative Dashboard



Case Study : Illustrative Direct Wealth App

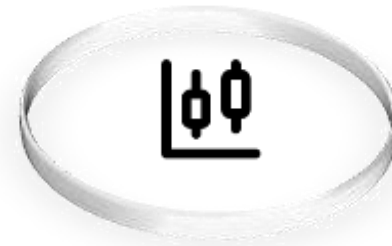


Direct Wealth: Business and Data Analysis Impact



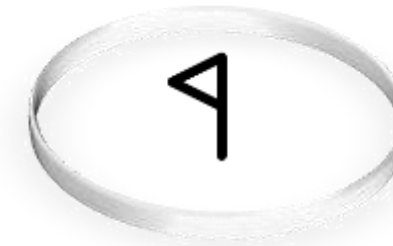
User Engagement

- Achieved a 30% annual increase in active users.
- Increased average session duration by 25%.



Investment Returns

- Achieved a 15% improvement in investment returns.
- Reduced portfolio volatility by 10%.



Compliance Management

- Achieved 100% compliance with new regulations in six months.
- Reduced compliance-related incidents by 40%

CASE STUDY : DIRECT WEALTH Platform Development Benefits



Customer Engagement

- Doubled customer interactions per month using analytics.
- Achieved a 40% improvement in customer satisfaction (NPS)/Net Promoter Score



Operational Efficiency

- Reduced operational costs by 20%
- Increased transaction speed by 50%.



User Experience

- Improved client experience using data analytics.
- Increased engagement and satisfaction rates,



Compliance

- Improved data management practices.
- Enhanced regulatory compliance, reducing risks.



Higher Returns

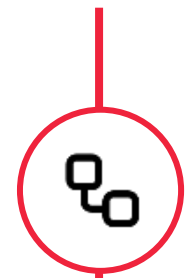
- Increased returns by leveraging predictive analytics.



Business Analysis & Data

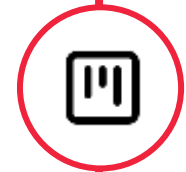
- Combined business analysis with data analytics to identify future development projects.
- Created new opportunities for analysts through this integration.

BENEFITS FOR BUSINESS/ORGANIZATION



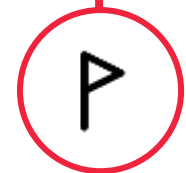
Career Advancement through Collaboration

- Team members advance their careers by collaborating on projects and gaining new skills.
- This fosters professional growth and development, helping retain talent and expanding the organization's skill pool.



Increased Efficiency

- Collaboration tools streamline workflows and reduce redundant tasks.
- They enable real-time communication, boosting productivity across Teams.



Enhanced Decision Making

- Access to diverse opinions and data leads to more informed decisions.
- It enhances business strategies and overall effectiveness..



Competitive Advantage

- By meeting specific requirements and leveraging unique capabilities, businesses gain a competitive edge.
- This helps them stay ahead of their competitors.

CAREER ADVANCEMENT THROUGH COLLABORATION

Diverse Perspectives

- Collaboration unites diverse perspectives for innovative solutions.
- It enhances problem-solving capabilities through shared ideas.

Specific Strategies

- Use cross-functional teams to foster collaboration and career growth.
- Leverage joint ventures to drive professional development through teamwork.

Visibility

- Working with others increases your visibility within the organization.
- It highlights your contributions and showcases your potential.

Skill Development

- Collaborative projects offer hands-on experience.
- They provide opportunities to develop new skills for career growth.

Networking

- Building a network through collaboration creates new opportunities.
- It provides access to resources for career advancement.

Mutual Benefits

- Mutual benefits for both business and data analysts.
- Their collaboration led to promotions within their respective teams or cross-functional roles.

STRENGTHS AND OPPORTUNITIES OF COLLABORATIVE BUSINESS AND DATA ANALYSIS



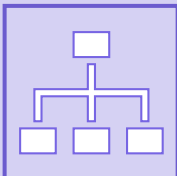
Strengths



Enhanced decision-making through diverse perspectives.



Increased innovation by combining business and data expertise.



Fosters a data-driven culture within the organization.



Opportunities

Talent Development: Close skill gaps through targeted training programs.

Cybersecurity Strengthening: Boost customer confidence by reinforcing data security.

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

KEY TAKE AWAYS

Merge Insights for Strategic Growth:

Combining business and data analysis drives innovation and strategy

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

Fell feel to connect on social media for updates and more information:
<https://www.linkedin.com/in/joanacolaco/>

We encourage open questions and discussions to clarify any points.



THANK YOU



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