Analytics enables business leaders and executives with statistical analysis, predictive analysis and fact based management-related decision-making capabilities.

**When clients say...**

- "How do we increase share of wallet and boost revenue from the most profitable customers?"
- "How do we prevent revenue leakages and find opportunities to improve revenue?"
- "We need to predict failures before they occur and optimize cost of maintenance."
- "It's critical to optimize portfolios by balancing demand and supply."
- "With regular growth in business, it's critical to predict the manpower and skills required to serve our customers better."
- "There is a demand to go beyond traditional risk management techniques."
- "Competitive advantage comes from customer intimacy - the ability to understand customer behaviors and grow relationships by matching customers to the right products and services."
- "We generate huge amount of data and now we need to make sense out of this data."
- "It's critical to optimize portfolios by balancing demand and supply."
- "We need to predict failures before they occur and optimize cost of maintenance."
- "It's critical to optimize portfolios by balancing demand and supply."
- "We generate huge amount of data and now we need to make sense out of this data."
We help our customers gain a competitive advantage by leveraging information to generate futuristic scenarios, based on historical and other data. It helps them increase their revenue, optimize their operations, and reduce costs and leakages. It also helps them know the behavior of their customers and increase customer satisfaction and loyalty.

These may be symptoms of...

<table>
<thead>
<tr>
<th>Exploratory analysis</th>
<th>Tax analysis</th>
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<tr>
<td>• Analysis of distribution</td>
<td>• Taxpayer’s analysis</td>
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<tr>
<td>• Detection of outliers</td>
<td>• Detection of revenue leakage and tax fraud</td>
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<tr>
<td>• Analysis of cluster</td>
<td>• Revenue forecasting</td>
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<td>• Analysis of correlation</td>
<td>• Optimization of operations and audit</td>
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<tr>
<th>Analysis of customer’s lifecycle</th>
<th>Analysis of Smart Grid</th>
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<tbody>
<tr>
<td>• Acquisition of customers (cross-sell/up-sell)</td>
<td>• Smart meter analysis</td>
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<tr>
<td>• Customer loyalty and churn analytics</td>
<td>• Forecasting of demand</td>
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<td>• Wallet size</td>
<td>• Optimization of power portfolio</td>
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<td>• Customer service</td>
<td>• Analysis of theft</td>
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<tr>
<th>Marketing and sales analysis</th>
<th>Analysis of workforce</th>
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<tr>
<td>• Channel analytics</td>
<td>• Workforce prediction</td>
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<tr>
<td>• Campaigns and promotions</td>
<td>• Employee churn and proactive retention</td>
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<td>• Product segment mapping</td>
<td>• Analysis of employees’ lifetime value</td>
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<td>• Product pricing</td>
<td>• Performance management</td>
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<th>Analysis of risk</th>
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<td>• Credit risk</td>
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<td>• Market risk</td>
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<td>• Operational risk</td>
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Why EY?

1. Proven tools and reference sector-specific frameworks
2. Sector knowledge and strong understanding of industry-specific scenarios, KPIs and information needs
3. Strong analytics capability
4. Capabilities in multiple technologies
5. Strong capabilities in solution architecture
6. Capability to deliver end-to-end services from business consulting and implementation to sustenance
How EY can help

We help our clients conduct diagnostic, exploratory, prescriptive and predictive analyses as well as simulations and “what-if” analyses to take the right decisions the first time in the areas of finance, operations, sales, marketing, HR, etc., in the manufacturing, utilities and government sectors.

- Cross-sell up-sell opportunity
- Loyalty analytics
- Churn management
- Analysis of collections
- Risk analysis
- Effectiveness of promotions
- Risk-based audits
- Optimization of marketing spend
- Reliability analysis
- Customer service analytics
- Smart Meter rollout planning
- Forecasting of demand
- Smart Meter customer analysis
- Power theft analysis
- Outage analysis
- Tax fraud analysis
- Dealer risk analysis
- Effectiveness of audit
- Forecasting of revenue

Potential client benefits

Some potential benefits for our clients include increased accuracy of forecasts, revenue, operational efficiency and effectiveness as well as reduced wastage, optimization of resources, improved profitability, mitigated risks and protection of brand. Government agencies can improve their overall compliance with regulations by identifying areas of non-compliance and implementing more citizen-friendly policies and regulations.
Focus of many companies

Many analytics companies in the market are dominated by data warehousing and enterprise dashboard/reporting solutions. Many of our clients, however, still struggle to embed analytics into their operational decisions in a systematic and repeatable manner, which often results in their not realizing the full value of analytics.

EY’s strategic focus

Our focus is on becoming the leader in “value-driven analytics” by going to market through sectors and core competencies, supported by a centralized group providing market-leading analytical and big data skills and technology.

We also realize the importance of using change management skills to help our clients more effectively use analytics to create value.
Private life insurance company – persistency analytics

Business challenge:
- Largest selling products (one-third premium share) but lowest persistency scores across the board
- Regular churn in channel partners’ operations hurting relationship with customers and persistency
- Poor persistency compared to rest of its competitors
- Mid 50% range in persistency scores compared to an industry average of 78%

EY’s approach:
- EY added “Agent” demographics as one of the key contributing variable. The team developed Logistic Regression and Decision Tree models and applied these to all the group’s surrendered policies and policies due for renewal.
- The team refined its unsuccessful predictive mechanism that can arrest falling persistency scores.
- It created a replicable framework that could be applied across the board.

Value delivered:
- Designing a group-level performance management system across all the group’s businesses
- Compiling, structuring and harmonizing KPIs against leading practices and the group’s requirements
- Creating a data collection layer for more than 200 entities
- Enhancing its existing business performance management processes and governance framework
- Defining common CMIS themes and designing user-friendly dashboards for chairman and CXO layer
- Facilitating IT enablement by using leading technology and enhancing data integrity and security
- Implementing online review mechanism and exception management
- Collecting automatic and dynamic data in a central data warehouse
- Facilitating technology enablement of dashboards, including integration of mobiles and emails
- Enhancing analytical capabilities, e.g., drill-down, slice-dice, variance analysis and management console
- Developing advance features (initial) – integration of external data, alerts and live updates
Large telecom client - revenue optimization

Business challenge: Low value-added penetration of product in customer base, which resulted in lost revenue opportunities

Solution deployed:

- Studying cost reduction metrics by analyzing the call center’s volume of work and its maximization of revenue by designing new value-added products and revamping existing products by deriving insights from data
- Preparing an overall activity analysis summary sheet on data provided on a month-on-month basis with automated SQL scripts and procedures
- Performing an exploratory analysis and trending on big data
- Tracking benefits on a month-on-month basis

Value delivered:

- Reduced consumer resistance to marketing calls via targeted campaigns
- Better awareness of products relevant to end consumers