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# Introduction to Case Studies in Business Analytics - Fabrice Marque

## Video Transcript

### Fabrice Marque

[MUSIC] Hi, my name is Fabrice Marque. I lead the customer strategy practice at Accenture for France, Belgium, and the Netherlands. And I sponsor the ESSEC and Accenture Strategy Business in Analytics chair. Welcome to Case Studies in Business Analytics with Accenture. In this MOOC, you will have the unique opportunity to learn from some of our managing directors who are analytics experts and who will walk you through real case studies in eight different industries.

You will be exposed to the business challenges that global companies are currently facing and understand how they leverage business analytics to solve them. From financial services to telecommunications, from media to transportation, many industries are being digitally disrupted. New entrants with innovative business models are transforming the environment and make it more competitive. Behavior, also, evolving as customers expect the experience to be continues, cross channel and customized.

To be relevant in this new environment, companies need to leverage data to understand what their customers want, and find new ways to meet their expectations. Together, we will follow the analytics journey of successful companies and discover how Accenture ADM collect data, find relevant insights, create actionable recommendations, and at the end of the day, deliver tangible business value. I believe that after exploring those real case studies, you will fully understand how to leverage business analytics to create value in the actual business environment.

This MOOC should also prepare you to the Capstone project of the strategic business analytics personalization in which you will have to create value on your own from available data. I hope that you will enjoy this MOOC and that it will help you go beyond theory to become a real data driven, strategy focused manager.