

A large, blue chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

Accenture TY Analytics Module

Video Transcript

Hello and welcome to Accenture's Analytics Module. Over the course of the next 4 Modules, we will be dipping and diving through the world of Analytics, and the maths, business and technology that surrounds it, but let's start at the beginning, who are Accenture and what is analytics?

Accenture are a technology and consulting firm that work in 52 different countries around the world. When a company has a problem or wants to try something new, they can

hire Accenture to help them, this could be anything from setting up a new computer system to opening their business in a new country. Accenture have recently opened a number of Accenture Analytics centres that specialise in Analytics, but to understand why we'll need to find out more about analytics.

So, what is analytics? Who uses it? Where can I find some analytics?

The textbook answer is that "Analytics uses maths and statistics

as tools to rationally solve challenges in real-world situations", but analytics can be so much more than that, it is an amazing tool. Can you imagine being able to predict when a crime is about to happen, BEFORE it even happens? Analytics could use twitter to find possible hotspots for crime by measuring the tone of a tweet, bad example "Oh man, Charles is mad and looking for a fight #ObviousAlert", then using the location function on twitter, in nearly every phone, analytics will then

connect to a CCTV feed near the location of the tweet and look out for a large group and also use facial recognition to assess if Charles really is “ mad and looking for a fight”. If the Analytics tool thinks that something may happen, it will alert the Gardaí to the area.

Businesses, both big and small, use analytics every day to find out things like, what their customers want or how to produce their product more efficiently. Analytics is driven by information, which means it takes the guess work out of decision making.

For example, let's say Goliath Investments want to invest in a new business. They could talk to the business and get a sense of how the business are doing and they could look at the profitability of the company, but using analytics they could examine the company's history and the industry they are in and then predict, using the data, whether or not it's a good idea to invest.

So that the background to this module; now the good news. You've just been hired by Accenture, *applause and streamers*. And we have your first client. Your task is to listen to the background of Seaclaid Ltd and understand their challenge and using their data you'll have to come up with an idea.

The company is owned by a brother and sister, Seamus and Laoise Fitzgerald, who got the chocolate recipe from their Grandmother Mary. Since they started the business in 2007 they have grown to have 25 full time staff, a delivery van and 3 types of handmade, delicious chocolate in three different sizes. Seaclaid Ltd have two basic ideals, good customer relations because they're grandmother always said “It's nice to be nice” and quality handmade goods.

So let's meet the clients:

Seamus lives on the family farm in Lisdoonvarna. He is married with two children and he hopes that one day his son, Brian, will take over the business. His wife is also an employee of Seacláid Ltd. and she is head of the Production team for the company. Seamus has a degree in Irish Studies with Arts from NUI Galway. He is a true nationalist and is very proud of his home grown business. Seamus sees the business being handed down to his children when he and his sister retire. He hopes the business will have expanded but still have kept the true Irish nature of the product as its core value.

Laoise currently lives and works from Tallaght, Co. Dublin. Laoise is unmarried with no children and enjoys the Dublin City life more than life at home in Lisdoonvarna. Laoise has a degree in Business with Marketing from University of Limerick. She currently is the manager of the Marketing team for Seacláid Ltd. and keeps in contact with the rest of her team via email and conference calls. In recent years Laoise has put a big shove on Seamus to break into emerging markets however Seamus has been unwilling to take these steps.

Seaclaid Ltd wants to find out what to do next. They feel as if they've grown as far as they can on their own and want to know how to get to the next level. You'll need to examine they're data and, using analytics, provide them with a solution that you think is best. Unfortunately the two clients have opposing ideals; you'll have to keep this in mind when creating your solution. And remember that analytics is about using information, that means data, but also using any other information the client gives you to create the bigger picture.