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Concentrix Analytics

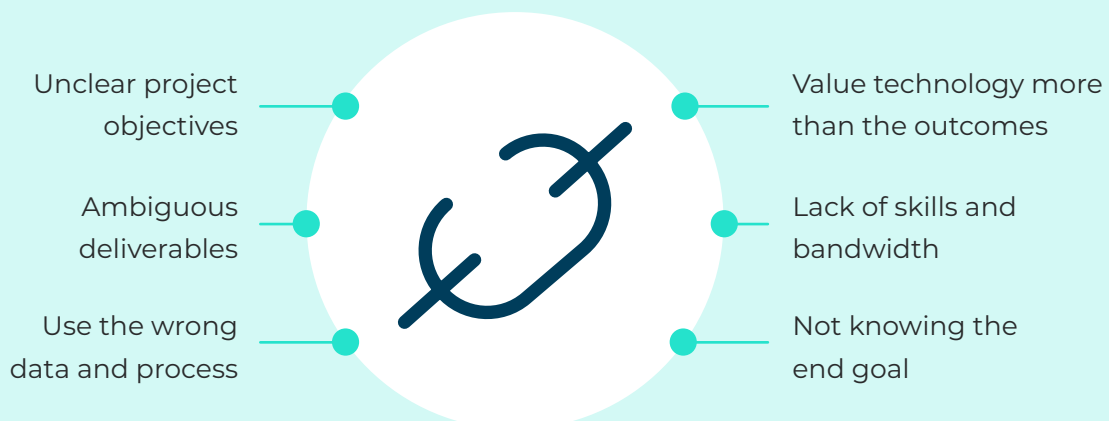## What do you wish you could do to improve business outcomes?

As more and more organizations recognize the potential of data analytics, there has been a surge in investment in data-driven projects. However, despite the increasing popularity of data analytics, success rates remain relatively low. According to Forrester, "Data teams sit atop a tipping point that looks like rollercoaster carts gathering on a straightaway before the drop — only data teams with their partners, practices, and platforms lined up and prepared will move with speed and efficiency in the uncertain year ahead".[1]

There are a number of reasons why data analytics initiatives so often fall short. The sheer volume of data that organizations must contend with is one of the primary challenges. Due to this vastness, it can be difficult to identify the most important pieces of information among all the noise.

[1] Predictions 2023: Data And Analytics, November 3, 2022

The 6 Failure Points of Analytics

Unclear project objectives

Ambiguous deliverables

Use the wrong data and process

Value technology more than the outcomes

Lack of skills and bandwidth

Not knowing the end goal

A clear plan for using data-driven decision-making improves business outcomes.
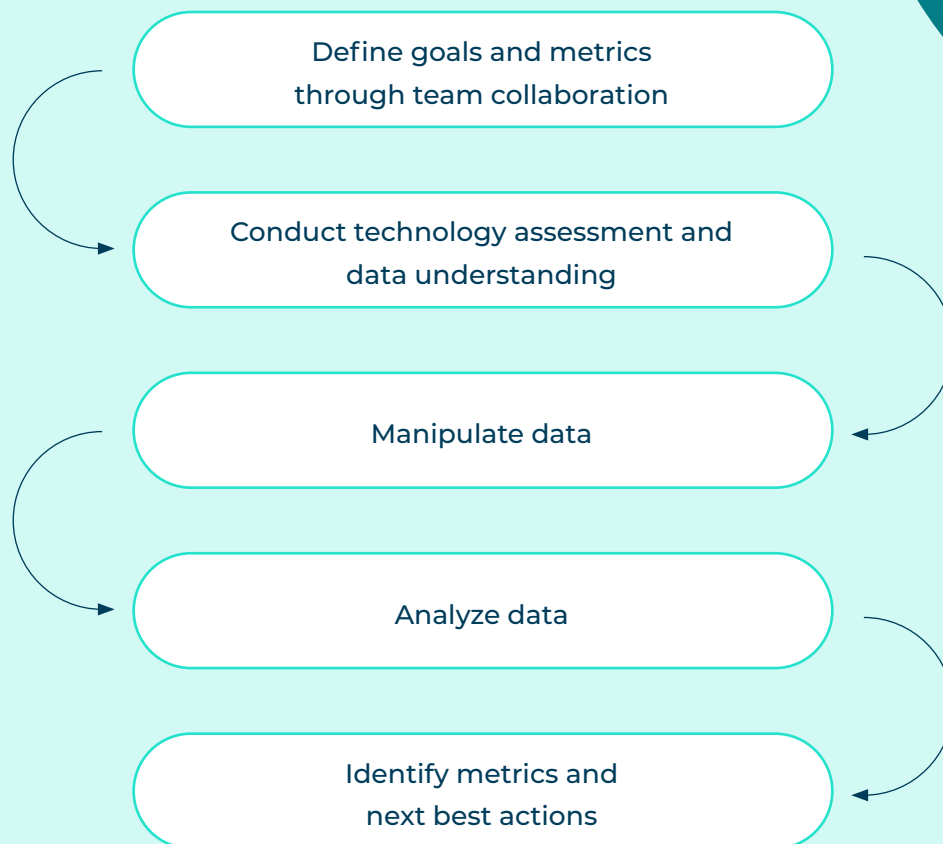
Success requires orchestration of the full analytics ecosystem.

Any successful analytics initiative always starts with identifying an opportunity where data and analysis can add value to the business. This could be anything from improving customer retention, increasing operational efficiency, or driving revenue growth. The best opportunities for analytics success are those where there is a clear alignment between the company's objectives and the insights that can be gleaned from data.

Once the opportunity has been identified, an orchestrate analytics process must take place to leverage the power of data in business. This orchestration creates a clear analytics path to shift the business from "knowing" to "doing." It's a transformation process from having insights to embedding the results into the decision-making process where data and analytics add value to the business.

Concentrix Analytics Orchestration

Define goals and metrics
through team collaboration

Conduct technology assessment and
data understanding

Manipulate data

Analyze data

Identify metrics and
next best actions

We support the full journey from data to decisions – not just the first mile

As a leading provider of data and analytics services, Concentrix is uniquely positioned to help organizations transform data and insights into impactful business outcomes. We partner with you to understand your business goals and needs, leverage the right data, utilize the best-in-class analytics tools, and embed the insights into the decision-making process.

We will meet you wherever you are in your analytics journey!

No matter where you are in your analytics journey, we can provide services tailored to your specific needs and help you move forward. We offer four flexible engagement models that can support the full analytics journey from data management to decision-making, not just the first mile. Our analytics services can help you with everything from descriptive analyses and advanced analytics to visualization and automation.
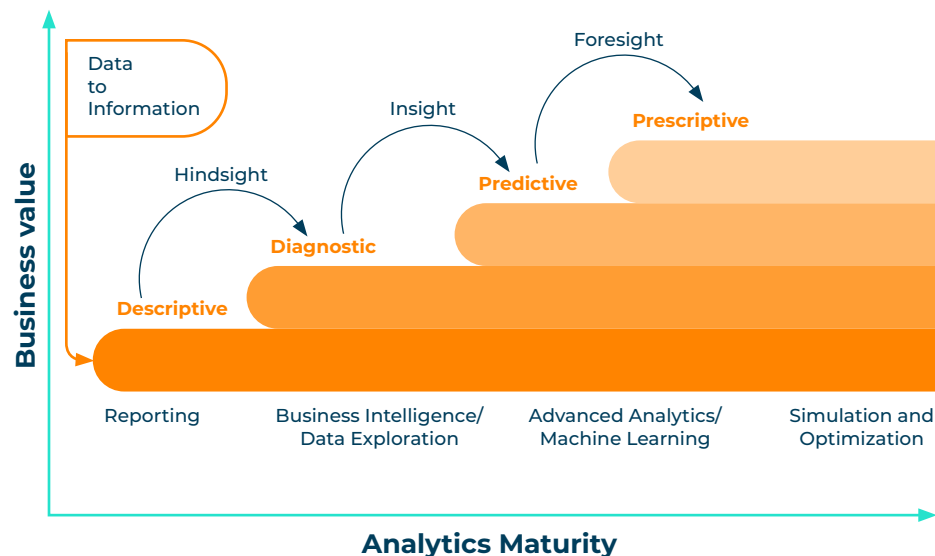
Our team of highly skilled data scientists, data engineers, and business and domain experts work together to orchestrate an analytics ecosystem that produces tangible results.

From strategy to implementation, we are your end-to-end analytics partner.

Flexible Engagement Models

Resources on Demand

Concentrix analytics experts (data engineering, data scientist, data analyst)

Project-Based

End-to-end projects to address specific use cases

Managed Services

Continuous analytics projects that address multiple use cases or multiple business areas

Analytics Center of Excellence

An analytics CoE built for your business and managed by Concentrix

Delivery Location

On Site — **Off Site** — **Hybrid**

Services and Solutions

Domain & Industry Solutions

- ESG Analytics
- Compliance Analytics
- Sales & Marketing Analytics
- Collection Analytics

- People Analytics
- Wellness Analytics
- Social Media Analytics
- Anti-Money Laundering

- Payment Integrity
- Member Lifetime Value
- Credit and Risk
- Fraud Analytics

Data Engineering

Data Management

- Data architecture
- Data lake
- Data integration
- ETL and data transformation

Data Operations

- Data platform support
- Data ingestion / provisioning support
- Data governance

Data Re-Engineering

- Process / technology assessment
- Overcome process and technical debts

Data Modernization

- Journey to cloud
- Modernize – infrastructure, application and data architecture

Data Science & Business Intelligence

- Predictive Analytics
- Prescriptive Analytics
- BI Reporting and Visualization

- Machine Learning
- Natural Language Processing
- Text Analytics
- Social Media Analytics

- Speech Analytics
- MLOps / ModelOps
- Deep Learning

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