



Making Insights Actionable

Whitepaper

Introduction

“Any powerful idea is absolutely fascinating and absolutely useless until we choose to use it.”

-Richard Bach

In the current age of terabytes & petabytes, every organization is striving to drive business value with data backed insights. BI has become the go-to strategy for every future-proof business - be it the HR in an industrial goods company, the customer support in a financial institution or the marketing team in a professional services firm.

For any performance driven company, actionable insights would unlock the true potential of products, platforms, strategies through constant improvements against measurable benchmarks. The sequence of technological developments would suggest the following as the most logical direction: As the data generation increases, focus on data collection, collation & management followed by data analytics to get meaningful insights. And most companies do find themselves at some stage of maturity in this cycle of transformation into a data driven business.

However, as the actual value realization remains ambiguous, true adoption of ‘data’ continues to remain sluggish.

Why is this value difficult to see?

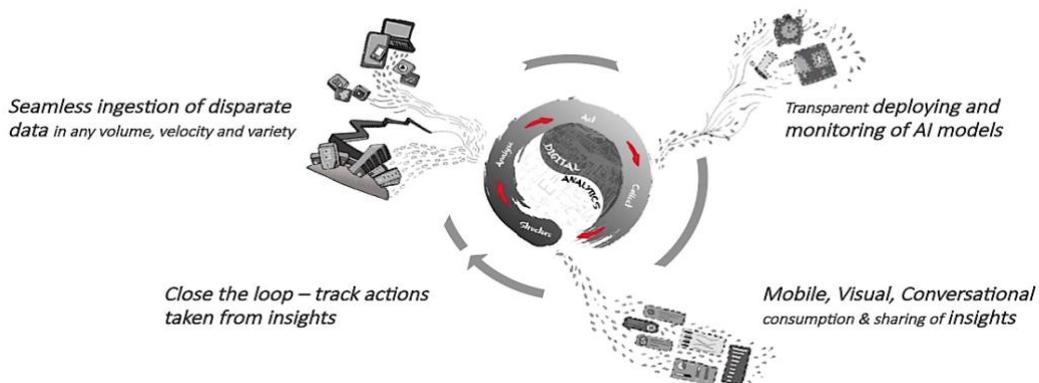
The popularity of #BigData, #DataLake, #MachineLearning does indicate a high degree of knowledge, willingness and awareness of the new technology and possibilities amongst business personas. Special new teams, internal or external, are continuously being put in place to churn data using analytical tools into intelligent insights. But, herein lies the key disconnect.

The most simplistic representation of the current approach would be:



The approach, though being perfect, remains incomplete.

For these insights to get translated into Business value, any or all analysis on data should result in some tactical or strategic actions. The **flow of data to insights to actions** needs to be cyclic, operational & continuous: a closed loop. In this paper, we focus on different aspects to improve not only insight generation but also drive active consumption of such insights



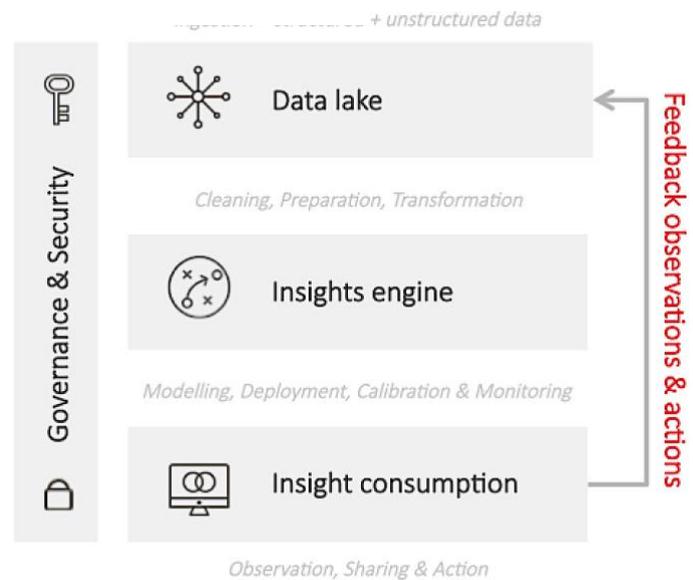
Exploring the ecosystem

An embedded insights platform comprises of three layers serving core functions. Each layer is complex in different ways and solutions in the market either focus on one standalone component/layer or offer an integrated suite of all three while leading with a specialized layer.

Data: Data itself has increased in volume, variety & velocity; storage is shifting from databases to data lakes; storage infrastructure is gradually transitioning from on-premise to cloud etc. While systems continue to evolve to handle these complexities, Intelligent & Quicker data exploration, cleansing & preparation remain key asks.

Insights engine: Resource pool with knowledge & skill of advanced analytics is growing; processing & computational power of systems to handle complex models are increasing; willingness of businesses to be insight driven has definitely gone up. However, integration of these insights into operations, the governance & inventorization of these brilliant AI models remains less explored.

Insights consumption: Static reporting with dashboards has made way for interactive self-serving BI tools; the consumption medium is slowly becoming device agnostic – laptop to notebooks to mobiles; AI driven smart recommendations on visualizations have developed. The system of infusing business intelligence into the tool to make the insights meaningful is critical for real adoption.



Making insight actionable: Timeliness of insight generation, accuracy of recommendation, ease of discovery, collaboration & sharing, avoiding the loss of key observations on ground/data & continuous learning from actions logged – move the insight generated to the point of decision to place of action to actual realizable value.

Enabling intelligence with AI

The key to adding intelligence into a system (or process) is a combination of “how well one understands the business” and “how evolved is one in the art of data science”. However, smart analytics and insights remain academic in nature without technology enabling its reach to the **right stakeholder at the right place at the right time for effective execution**. And eventual business value realization.

Learning with experience

Lets take a simple business situation to illustrate the **insight to action closed loop system** & its importance.

Sarah, the Head of customer relationship in a retail bank, who is responsible for customer satisfaction, periodically measures & monitors this factor with 'customer attrition' as a metric. If the latest month's value is higher than previous month's this would indicate more customers have recently closed accounts. Data analysis is done and insight on which customer segment (region, product, demographics etc.) has lost maximum customers is revealed. Feedback calls with these lost customers and increased customer care calls with current customers of the segment are put into action. And the wait for results of these actions in the next month's numbers starts. Overall this leads to a reactive system.

With a proactive approach, using a closed-loop system, Sarah would get an alert on her system indicating the probability of one of the customers/customer segment about to close account. She could then share these details with the respective regional/product manager with recommendations. The Regional manager, post execution, documents the action.

In terms of variety, velocity, and volume, Sarah has more data sources, both in-house CRM data and external data available at her disposal to make informed recommendations to the manager at greater frequency. Accessibility of these data-driven insights and the impetus to act on them is magnified with clarity of context and specificity from Digilytics. With Digilytics' conversational AI, Sarah also has the ability to take instantaneous actions available both on web and mobile interfaces.

Conclusion

While actionable insights are an attractive concept, it is important to discern more information from relevant insights that serve as viable recommendations to determine next steps. An insight that drives an action and forces agents to rethink in a new direction is more valuable than something that just simply answers a question.

With Digilytics in-house expertise, insights are aligned to your key goals and strategic initiatives so that insights are primed to drive necessary value for your organization.

This system with a prediction, an action & result feedback creates an intelligent learning cycle with multiple benefits: An improved predictive accuracy, resulting in an increased reliability on system generated insight and hence a higher motivation for taking a timely action on a data-driven recommendation.

