

# Utility of Analytics Analytics in India

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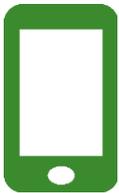


# India 2014 – Facts and Figures



## India – the third largest internet population in the world

- 15.1% of the population are connected to the internet in 2013
- 243M Internet users as of June 2014
- Top 8 cities account for 58M Internet users (Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmedabad and Pune)



## India – the third largest smartphone user population in the world

- 104 M smartphone owners expected by end 2014, out of 900 M cellular subscriptions.
- 23% smartphone users are in metros, while 13% are in Tier I and II cities
- Only 50% of smartphone users regularly using mobile data in 2014, but this is expected to grow heavily. Online video consumption expected to be a key driver for mobile data usage
- 22 M 3G/4G users; 30% Indian facebook users mobile-only; 40% google searches from mobile



## India – Financial Inclusion

- Only half the population have Savings bank accounts. 1 in 7 Indians have access to bank credits.
- As per recent government initiatives, 150 M bank accounts were opened on a single day as per press reports
- Only 4% of the population have Life Insurance coverage, which 0.7% have General insurance coverage
- While 27% of the US are affluent (households with more than \$100,000 of investable assets as affluent), the ratio is around 1% in India and China



## India – Consumer Demographics

- 32% Urban population
- Urban population growing at 2.5% annually, while rural population growing at 0.8%
- 29.1% population between 0 – 14 years
- 9% populated aged more than 60 years
- 47% population engaged in Agriculture sector, while 24.7% in Industrial sector

# Analytics – the What and the Why

**Analytics** *noun plural but singular or plural in construction* \a-nē-'li-tiks\

- The science of examining raw data with the purpose of drawing conclusions about that information
- Used in many industries to allow companies and organizations to make better business decisions, and in the sciences to verify or disprove existing models or theories.
- Covers a wide range of maturity and sophistication ranging from simple graphs and basic reporting through to predictive time-series analysis and optimization.

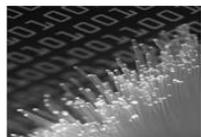
Why Analytics? Why Now?



Profitable growth



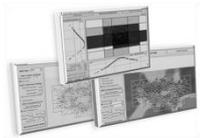
Regulations



Data volumes and technology capacity



New signals

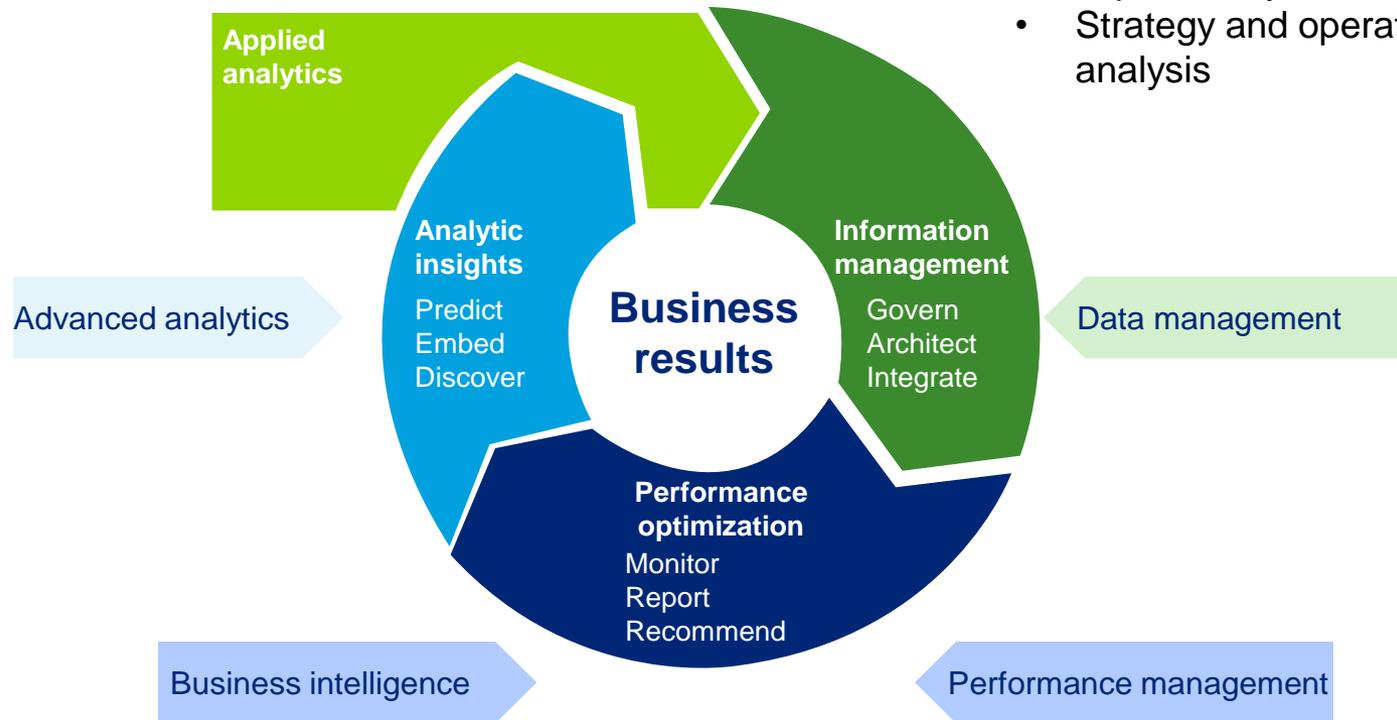


Hidden insight

# Analytics – a Deloitte perspective

- Risk measurement
- M&A modeling
- Valuation and deal analysis

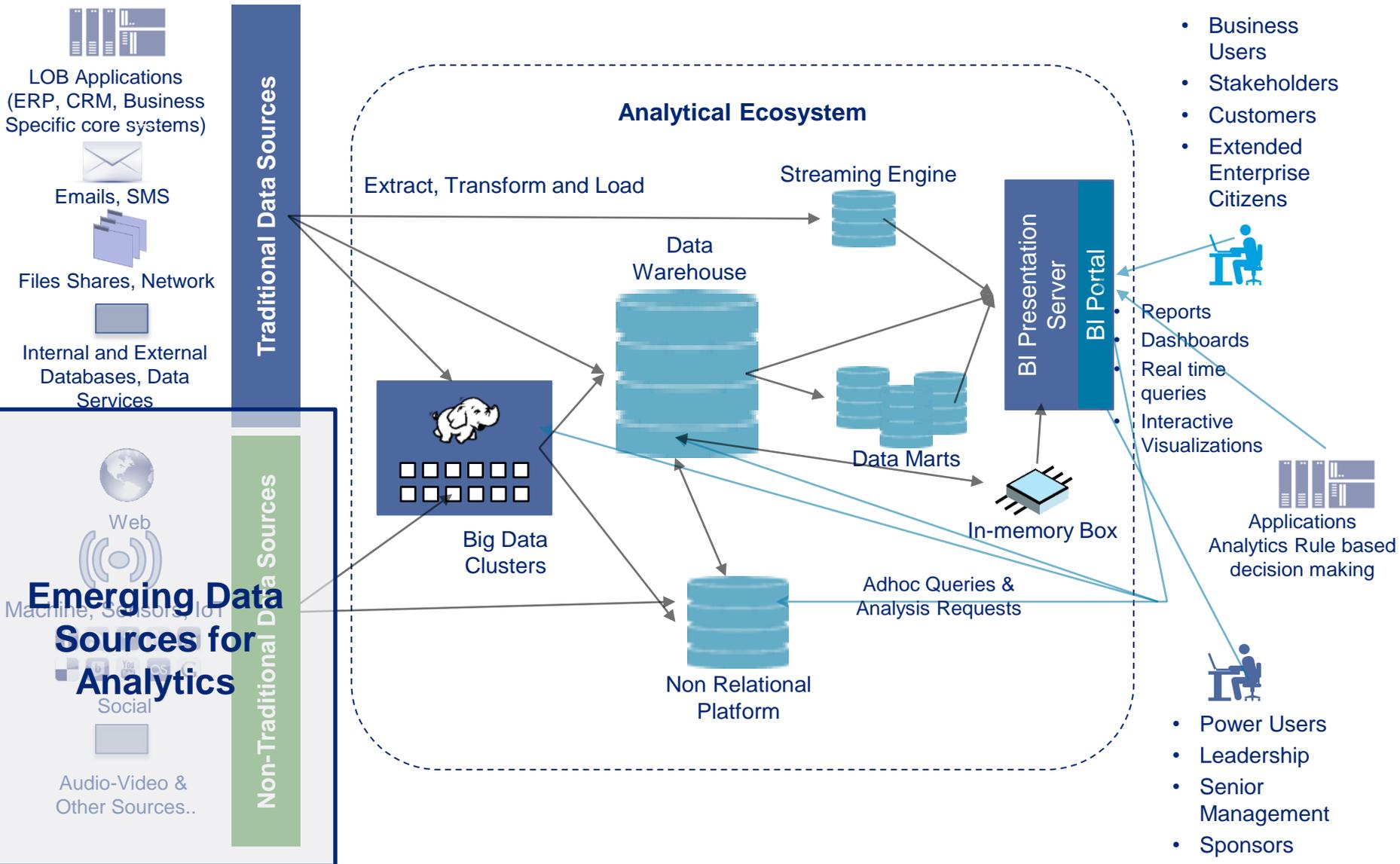
- Supply chain
- Workforce and human capital analytics
- Strategy and operations analysis



- Customer Analytics
- Fraud and AML/OFAC compliance
- Tax analytics platform
- Anomaly detection

- Financial management
- Planning and forecasting analytics
- Compliance and regulatory reporting

# The Changing Ecosystem and Data Sources



# Workforce Analytics at a leading Indian BPO – Hidden Insight

## Objectives

The firm is a global leader in Business Process Management. The HR team wanted to have an integrated view of the overall hiring process to all stakeholders keeping in mind the three KPIs (Cost Per Hire, Early Attrition, Fill Rate) across all Business Units and provide a deep understanding of the factors that govern and optimize the hiring process.

## Challenges

There were multiple process and technology challenges in attaining the goals. Various business units interfaced with multiple vendors for recruitments, used a disparate set of process and technologies, and there were geography specific constraints around the data availability. In addition, the firm had to keep in mind the regulatory and privacy framework of different geographies in which it operated and hired people.

## Solution

- The firm created various reports based on the three main KPI's (Cost Per Hire, Early Attrition, Fill Rate) across key business areas to gauge performance of hiring team's efficiency regarding cost and time to fill vacancies.
- They also developed association with a candidate's likeliness to leave the firm with his personal aspirations / personality traits and the firm's business environment.
- They found out inter correlation among the three KPI's (Cost Per Hire, Early Attrition, Fill Rate) to visualize how faulty hiring may lead to attrition, which was then fed back into recruitment processes.

# Supply Chain Analytics at an Indian Pharma Major – Quality & Compliance

## Objectives

The firm is a global pharmaceutical company headquartered in India. They were looking for an automated platform (dashboard) for monitoring its suppliers' performance for their procurement division. This would be based on a set of KPIs, selected after proper analysis of requirements in procurement under the broad criteria of Quality, Delivery, Price and Service Factor.

## Challenges

- There were challenges around Process and Technology integration between the firm and its suppliers.
- There were concerns around sharing of data from suppliers, which had to be resolved by the firm using a structured, consultative approach.

## Solution

- The project team identified the set of applicable KPIs by reviewing its business as well as standard KPI repository on Supply Chain for Pharma industry.
- KPI Dimension Matrix and Source System Mapping Document were prepared from feasibility standpoint to ensure the project goals are attainable.
- Key objectives of the stakeholders were analyzed to come up with multiple analysis paths for root cause analysis.
- The intuitive dashboard provided a high level overview of supplier performance, highlighting the problem areas through proper alerts. The “Analysis path” mechanism also allowed root-cause analysis through drill down to detail level reports

# Customer Analytics at an Indian Life Insurance Major – New Data Points

## Objectives

The firm is one of the India's youngest life insurance company. They wanted to enhance overall business performance by leveraging business intelligence and analytical capabilities. They decided to put in place requisite analytical models to provide valuable insights to the management. The scope of analytics project involved developing analytics for selected subject areas, conducting data maturity assessment, report rationalization, and social media analytics for customer outreach.

## Challenges

- Being one of the youngest life insurance company in India , the firm faces the challenge of low business in terms of value and volume and ensuring persistency.
- The firm embarked on this analytics journey with the vision that analytics would provide them insights on the customer behavior.
- For certain requirements, the firm anticipated a need for real-time analytics.

## Solution

- The firm assessed its data maturity and identified the problem areas to be fixed
- They created:
  - Three predictive analytical models – that would provide analytical insights and help them sell more policies with higher average ticket size and retain more number of customers
  - Visualization on 20 KPIs that would help the function heads monitor their business performance better
- The also identified real time analytics scenarios, especially using Social media, that would help the sales agent sell better

# Loyalty Analytics at an Indian Retail Major – Mass Customization

## Objectives

The firm is a major national retailer which operates as a multi-format food-first retailer . The objective of this project was to provide an integrated view of the loyalty card customer data in the form of analytical reports to facilitate analysis across the customer segments, product categories etc. – which would help to understand the effectiveness of the loyalty program.

## Challenges

The firm was capturing the loyalty card customer data in an in-house CRM application. This application was not integrated with the transaction systems and hence performing Customer data analysis is difficult and to a large extent manual in nature. This required a lot of time and effort from the operations team to create reports for the marketing team as well as leadership.

## Solution

- The firm developed Association Analysis Models to analyze customer behavior. These analysis included what percentage of customers visiting Store A also visited Store B.
- They also developed customer analytics report like Store Performance Reports, Brand Loyal Switcher Report, Discount Driven Customer Report etc. – which were then used by the business to make operating decisions.
- It was observed that streamlined communications to end users on the benefits of the project, even before implementation starts, ensures their active participation and ultimately helps to deliver a successful analytics project.

# Leveraging Analytics for Transparency in Government :

[http://www.texasparency.org/State\\_Finance/Spending/](http://www.texasparency.org/State_Finance/Spending/)

The screenshot shows a web browser window displaying the Texas Transparency website. The browser's address bar shows the URL [http://www.texasparency.org/State\\_Finance/Spending/](http://www.texasparency.org/State_Finance/Spending/). The website header features the name "Susan Combs Texas Comptroller of Public Accounts" and navigation links for "About", "Contact", and "Help". The main heading is "Texas Transparency" with the tagline "Open government is accountable government. See your tax dollars at work in Texas." Below this is a navigation menu with options: Home, State Finance, Local Government, Special Features, Tools, and Data Center. The current page is "State Spending: Where the Money Goes". The introductory text states: "You pay for your government, and you deserve to know how it spends your money. Use the tools and information on this page to search the state check register, track state spending and see your tax dollars at work." A section titled "Check Register Search Tools" explains that the search tools gather an immense amount of data and can take a few minutes to fully load. On the right, a box titled "Visualizing Expenditures and Trends" describes the Comptroller's data visualization tools. At the bottom, there are two main sections: "Spending by Agency" (with a building icon) and "Spending by Purchase Code" (with a barcode icon). A partial bar chart titled "Current Fiscal Year Expenditures" is visible on the right side.

Home State Finance Local Government Special Features Tools Data Center

Home » State Finance » Spending

## State Spending: Where the Money Goes

You pay for your government, and you deserve to know how it spends your money. Use the tools and information on this page to search the state check register, track state spending and see your tax dollars at work.

### Check Register Search Tools

The search tools gather an immense amount of data and can take a few minutes to fully load. These tools will open a new window or tab where you can enter search criteria. If you need additional assistance with your search, [try our help pages](#).

#### Visualizing Expenditures and Trends

The Comptroller's data visualization tools turn otherwise complicated data into easy-to-understand graphics, to help you understand how your tax dollars are spent now and in the past.

Spending by Agency Spending by Purchase Code

Current Fiscal Year Expenditures



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